

ILLINOIS (NEW YORK WORLD'S FAIR)

DRAWER 12.A

ILLINOIS IN GENERAL

1/20/1904

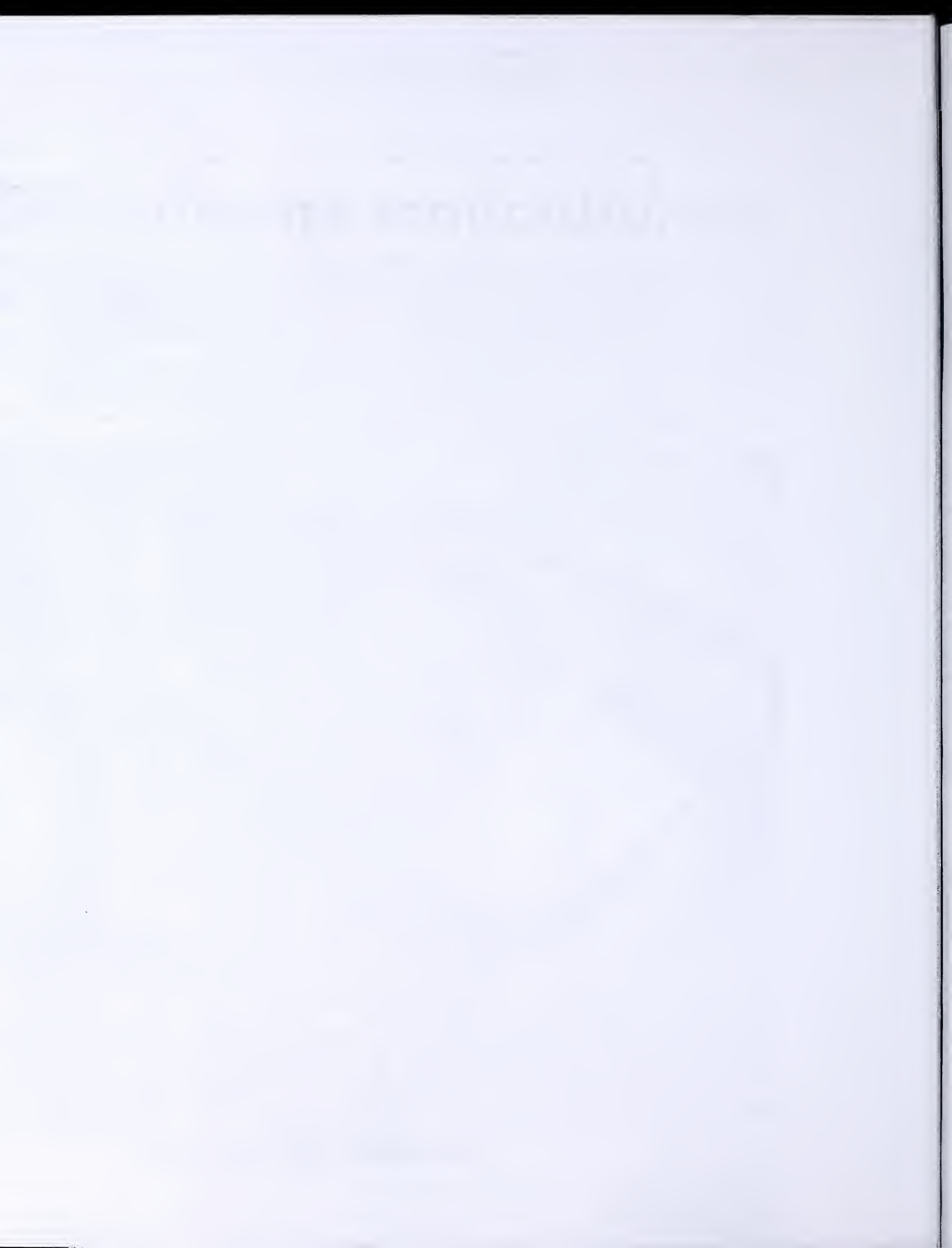


# Illinois

## New York World's Fair

Excerpts from newspapers and other sources

From the files of the  
Lincoln Financial Foundation Collection



Chi. Tribune  
Nov. 17, 1963  
4 - Section 1 ☆

## GIVES \$50,000 FOR LINCOLN FAIR DISPLAY

### Gift to State Society by McCormick Trust

Springfield, Ill., Nov. 16 [Special]—A gift of \$50,000 to the Illinois State Historical society from the Robert R. McCormick Charitable trust was announced here today by State Historian Clyde C. Walton, executive director of the society.

The fund is to be used to help pay the cost of exhibiting Illinois' original copy of Lincoln's Gettysburg address and other Lincoln manuscripts at the New York world's fair next year, Walton said.

#### To Display Address

This will include the construction of a suitable display area in the Illinois pavilion at the fair. The Illinois copy of the Gettysburg address is one of five in existence in Lincoln's handwriting and only once before has it been exhibited outside of the state.

In his letter announcing the gift, Philip Hampson, executive director of the trust, said: "The trustees were influenced in granting the request by the fact that the Lincoln exhibit is to be returned to Illinois and placed in the custody of the Illinois State Historical society."

#### Will Present Check

Gilbert G. Twiss, of Chicago, president of the State Historical society, will present his organization's check for the \$50,000 to Ralph G. Newman, chairman of the Illinois Commission for the New York Fair, at a luncheon to be held in Springfield next Tuesday, the 100th anniversary of the day Lincoln delivered his immortal speech at Gettysburg.



Page 4 Illinois State Register, Springfield, Tuesday, Nov. 19, 1963

# 'Abraham Lincoln' Delivers Gettysburg Address

(Continued From Page 1)  
Illinois, and typifies your purpose, effort and achievement in every field. This is your man, hut one you share with all of us and one we shall proudly present to the whole world as the warp and woof of our American character, and the substance and witness of the American dream."

Abe Roberts, general chairman of the luncheon, presented plaques bearing the inscription of the Gettysburg Address to Disney and Moses.

Mayor Nelson Howarth extended the official welcome to Springfield and among the speakers were Gov. Kerner and Judge Parsons, who described "The Meaning of The Gettysburg Address." Rev. Richard P. Graebel, pastor of First Presbyterian Church, which Lincoln attended when he lived in Springfield, gave the invocation and benediction.

Disney and Moses toured Lincoln shrines following the luncheon.

Cassin said Springfield and

the Midstate area would appear to be the principal beneficiary of the Land of Lincoln exhibit. He believes many fairgoers will want to see the Land of Lincoln for themselves after visiting the exhibit.

An inventory of Illinois' assets, in addition to Lincoln lore, will be displayed in the 55,000 square feet of floor space in the pavilion.

There will be agricultural and industrial products. Chicago and downstate Illinois ex-

hibits will be shown favorably. The Abraham Lincoln Association will have a replica of the historic Sangamon County Courthouse—the Old State Capitol—on display.

A replica of the log-built Rutledge Tavern at New Salem, now at the state fairgrounds, will be shipped to New York for exhibition.

About half a dozen other downstate cities, in addition to

Springfield, are considering displays at the fair.

There will be a one-hour daily special events program. World figures, who either lived in Illinois or are Lincoln buffs, will help make the Illinois show a success.

United Nations Ambassador Adlai Stevenson, U.S. Sen. Hubert Humphrey and Barry M. Goldwater and gospel singer Mahalia Jackson are a few

who will speak about Lincoln.

Since 1964 is an election year, it's a sure bet the top politicians will want to visit Lincoln and the Illinois exhibit for publicity.

Newman believes the best Lincoln collection ever presented to a major audience will be on exhibition at the fair.

In discussing the fair exhibit and explaining why Illinois is counting so heavily on Lincoln,

Cassin said:

"We want to give Illinois an image. This is something we don't have. We want to project an image of great depth and powerful philosophy. The general theme for the World's Fair is 'Peace Through Understanding.' If anyone fits that description it's Lincoln."

Cassin said Illinois will show the world how it works "in the long shadow of Lincoln." The

public will see that Lincoln's philosophy is the state's "most outstanding product."

Cassin points out, however, the Illinois exhibit is not merely an exercise in Lincolniana. It is rather a "Lincoln supermarket and department store," a place where the general audience can be entertained and educated.

"This show has staying power," Cassin said.

## 'I'm Staking My Reputation' On Lincoln Exhibit: Disney

"I've got more at stake in this than the State of Illinois, Walt Disney, who is designing a Lincoln figure for exhibit in the Illinois Pavilion at the New York World's Fair, told newsmen at a press conference today.

"I'm staking my reputation

on this. I'm not a carnival operator; this will be a dignified presentation, Disney said.

He told how he had conceived the idea of telling the Lincoln story through a three-dimensional figure and had worked on it for years. He said thousands of hours of work and \$1 million of his own money had gone into the project.

Disney credited Robert Moses, president of the New York World's Fair, as being greatly responsible for the figure being on exhibit there. He said Moses saw the figure, which walks, talks and gestures, on a visit to the Disney studios in Burbank, Calif., and said it should go to the fair.

So, when Illinois decided on the Lincoln theme for its exhibit, the Disney production was a natural for inclusion there.

He said much research had gone into recreating the Lincoln voice as close as possible to what it was.

Disney is a native of Chicago, went to school there and received some of his early art training there. He said he learned about Lincoln in school and "learned reverence for him which has grown through the years."

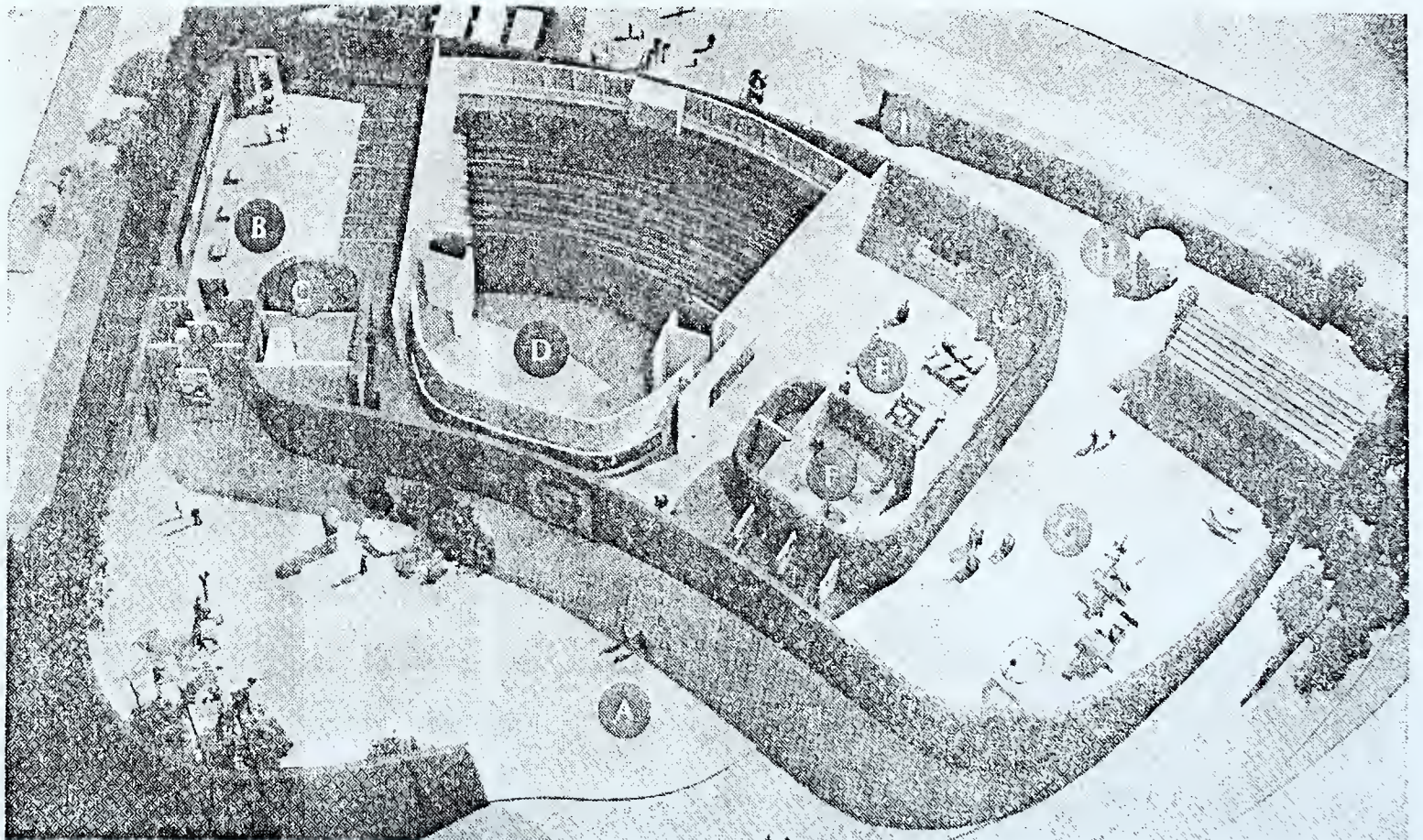
Gov. Otto Kerner said: "Today is another red letter day in the history of Illinois, another spoke in the wheel of what we're trying to do here."

Referring to the state's plans for the World's Fair exhibit, he said, "There is no better place than in New York for visitors from abroad to learn of Illinois."

Ralph Newman, chairman of the World's Fair Commission, said the Illinois exhibit will present the past, present and future of the state. He said the exhibit will present an interpretation of the man (Abraham Lincoln) and of his hold on the lives of men. But "the Illinois story does not start or end with Lincoln," he added.

Bruce Graham of the architectural firm of Skidmore, Owings and Merrill, designers of the Illinois pavilion, said construction is on schedule and will be completed next March 1, well before the start of the fair.

Design consultant Will Burtin commented during showing of slides on the building's design that in drawing the plans they "desired to effect the power and dignity the occasion requires" in order to create the proper mood for persons touring the exhibit.



**THE ILLINOIS PAVILION** — This view of the architect's model of the Illinois Pavilion, with the roof removed, shows how a tour by a visitor to the New York World's Fair can be made: (T) The entrance courtyard, containing a monumental photo-portrait of Lincoln, a new equestrian statue of the young Illinois lawyer and a relief map of the state, watched over by the famous Borglum "shiny nose" head of Lincoln; (B) Lincoln Exhibit Hall, featuring a giant panorama projection story of Lincoln, displays of Lincoln artifacts, the complete

Lincoln photo collection, and regularly scheduled Lincoln exhibits from all over the world; (C) Gettysburg Address Alcove, enclosing the Illinois-owned original manuscript of the address, equipped with multi-lingual listening devices for the international audience; (D) the Lincoln Theater, where the "Great Moments With Mr. Lincoln," be available for use in the reading room (G) Special Exhibits Courtyard, with specific displays of Illinois that best exemplify the state's advantages; (H) Tourism Center, which gives a sampling of the vacation pleasures in Illinois, and a restoration of the Rutledge Tavern from New Salem, which will be in full operation as it is at the State Park; (I) Special Exhibits Garden Area, where the visitor can rest at his leisure on one of the benches.

library, where important books and documents will be available for use in the reading room (G) Special Exhibits Courtyard, with specific displays of Illinois that best exemplify the state's advantages; (H) Tourism Center, which gives a sampling of the vacation pleasures in Illinois, and a restoration of the Rutledge Tavern from New Salem, which will be in full operation as it is at the State Park; (I) Special Exhibits Garden Area, where the visitor can rest at his leisure on one of the benches.



Chicago Tribune  
Nov. 17, 1963  
4 - Section 1 ☆

## GIVES \$50,000 FOR LINCOLN FAIR DISPLAY

### Gift to State Society by McCormick Trust

Springfield, Ill., Nov. 16 [Special]—A gift of \$50,000 to the Illinois State Historical society from the Robert R. McCormick Charitable trust was announced here today by State Historian Clyde C. Walton, executive director of the society.

The fund is to be used to help pay the cost of exhibiting Illinois' original copy of Lincoln's Gettysburg address and other Lincoln manuscripts at the New York world's fair next year, Walton said.

#### To Display Address

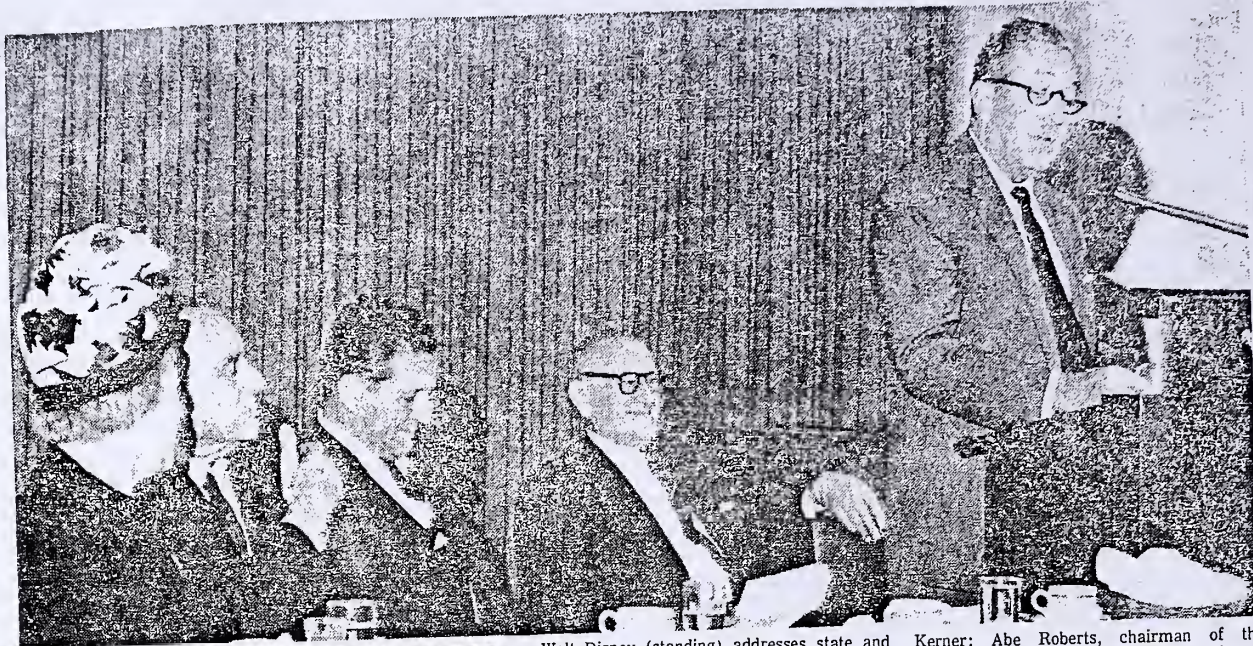
This will include the construction of a suitable display area in the Illinois pavilion at the fair. The Illinois copy of the Gettysburg address is one of five in existence in Lincoln's handwriting and only once before has it been exhibited outside of the state.

In his letter announcing the gift, Philip Hampson, executive director of the trust, said: "The trustees were influenced in granting the request by the fact that the Lincoln exhibit is to be returned to Illinois and placed in the custody of the Illinois State Historical society."

#### Will Present Check

Gilbert G. Twiss, of Chicago, president of the State Historical society, will present his organization's check for the \$50,000 to Ralph G. Newman, chairman of the Illinois Commission for the New York Fair, at a luncheon to be held in Springfield next Tuesday, the 100th anniversary of the day Lincoln delivered his immortal speech at Gettysburg.

INCOMPLETE



Walt Disney (standing) addresses state and city officials and representatives of the New York World's Fair during a Civic Luncheon Tuesday at the Elks Club sponsored by the Springfield Citizens Committee. From left to right are, Mrs. Otto Kerner, Robert Moses, president of the World's Fair; Gov. Otto

Kerner; Abe Roberts, chairman of the Springfield Citizens Committee; and Disney. Robert Moses (bottom left) discusses highlights of the world's fair with Gov. Otto Kerner after Moses' talk on Lincoln and the World Fair during the luncheon. — Staff Photos.



#### Feature Of World Fair Display

## Disney Stakes Reputation On Talking Lincoln Statue

Illinoisans were assured Tuesday that the story of Lincoln will be told with taste and artistry at the New York World's Fair.

Walt Disney, famed worldwide for his movies and Disneyland, said he will stake his

He said this has been accomplished by creation of a three-dimensional "Audio-Animatronic" show. In a statement distributed at the briefing Disney said that the portrayal includes "authenticity

employees, is a production "more perfect than most actors" could have done.

The production, "Great Moments With Mr. Lincoln" was illustrated through colored slides and a recorded stereophonic



DISNEY CHOSE the Springfield observance of the centennial anniversary of Lincoln's Gettysburg address to reply to criticism that his production that will feature this state's pavilion at next year's world fair is in poor taste.

Criticism has centered on a life-size "dummy" of Lincoln through which will be recited many of his speeches and comments on man and liberty.

"This is not a motion picture; this is not a carnival attraction," Disney told a gathering at the Statehouse. "It is a sincere presentation of Mr. Lincoln."

"I HAVE MORE at stake in this than the state of Illinois," Disney declared. "I have a reputation . . . I am not a carnival operator."

Disney, a native of Chicago, said he has had an ambition for more than 10 years to fashion a production that would be fitting to the greatness of Lincoln.

as well as the color and life left on canvas by the genius-painter's brush."

"THE DRAMA and personal rapport of the theater were indispensable," he added.

The result, Disney told the Capitol audience, composed largely of members of the World's Fair Commission and

coln comments, accompanied by a musical background.

THE AUDIENCE loved it and responded with vigorous applause at the conclusion.

Disney's efforts also received a strong endorsement from Ralph Newman, World's Fair

Disney

Continued On Page 2, Column 2

INCOMPLETE

## Disney---

Continued From Page 1

Commission chairman, and a noted Lincoln writer, student and collector.

Both Newman and Gov. Otto Kerner hailed Illinois' participation in the New York exposition. A total of \$1 million has been appropriated to finance the Illinois pavilion.

NEWMAN predicted that Illinois would benefit financially as a result of tourism because of its participation. He said that about eight million persons are expected to visit the fair in 1964-65 and that many of these will be influenced to visit Illinois.

Kerner said that failure of Illinois to participate in the World's Fair would have been to "admit a lack of strength."

The governor said he is particularly pleased that the Illinois exhibit, which will also feature the state's natural resources, commerce and industry, will be built around the Lincoln image.

He said Lincoln is for all Americans "a symbol of human dignity and freedom."

THE BRIEFING also included slides of models of the Illinois pavilion including a description by Will Burtin, its designer.

Mayor Nelson O. Howarth attended the session which preceded a civic luncheon at the Elks Club, that featured Springfield's marking of the Gettysburg anniversary. The luncheon was sponsored by the Springfield Citizens Committee.

Guests included Robert Moses, president of the World's Fair.

JOHN JUSTIN SMITH

## Disney Explains The Lincoln Doll; Crowd Fetcher?

SPRINGFIELD, Ill.—Walt Disney says he is willing to stake his reputation on the success of his presentation of an Abraham Lincoln doll (pardon, Abraham Lincoln figure) in the Illinois exhibit at the New York World's Fair next summer. Alas, he is also staking the reputation of this state.

After seeing a color slide and musical representation of the Disney concept of Abe Lincoln, one can only hope that both he and the State of Illinois don't come out of this thing looking ghoulish and maybe foolish.



JOHN J. SMITH

But then, you're dealing with the genius of Disney and it is difficult to make any snap predictions.

If you look at this man's past performances, you would be smartest to bet that the Illinois display at the fair will be a real crowd fetcher.

**DISNEY IN PERSON** told of his adventure in trying to recreate the spirit and body of The Great Emancipator.

He said he has been working on the doll idea for 10 years and sees this as the natural successor to the animated cartoons.

He described in intimate detail how the Lincoln figure will be shown in a theater in the center of the Illinois Pavilion.

Those in the theater will first be told in the usual Hollywood narrator kind of booming voice that Lincoln lived in troubled times.

**THEN**, onto a curtain, will be flashed the preamble to the U.S. Constitution and voices beamed to the crowd from hidden microphones will recite the exciting words. The voices, it was explained, will be as though the crowd itself were reciting. A sort of talk-along-with-Disney idea.

As Disney explained this at a press conference Tuesday, he became highly dramatic and urged the crowd:

"Imagine you're in the presence of that great man."

Then he went overboard and suggested that his doll was genuinely alive . . . "Maybe more alive than I am."

(Right there is where I fear the presentation could damage our reputation. Lincoln is not alive. Many persons may resent being lulled into thinking that somehow his body has been resurrected and made to talk, gesture, sway back and forth on its feet, arch its back and display a baker's dozen of facial expressions.)



**DISNEY YIELDED** the floor to an automatic slide-and-sound presentation of the Lincoln doll itself.

The curtain on stage draws back and there is the doll sitting on a chair and fidgeting. Lincoln is introduced to the audience and fidgets some more.

Finally, he stands, grasps his lapels and speaks of freedom.

The voice, unidentified, sounded just fine—except for one small flaw. There was never a blooper, never a nervous pause or the usual speaker's mistake of saying "Ahhh."

**BUT THE VOICE** is a good one and inclined to be high-pitched and originating in the nose—the way those who heard him described Lincoln's voice.

His speech done, Lincoln moves back to his chair and the stage darkens as music fills the theater.

What music? "The Battle Hymn of the Republic," of course.

Disney explained that with all those hidden loudspeakers the choral voices will be made to sound as though they are coming from singers who are marching through the theater.

The audience will then leave the theater and move through other areas of the Illinois display. There they will be able to see photographs concerning Lincoln and Illinois and displays of the state's beauty and attractions for tourists.

**AS I SAY** the handsome structure, the displays and most of all the Lincoln doll may be real crowd fetchers. People will come to see them and go away talking and thinking about Illinois and the Lincoln heritage.

What they think of us remains to be seen.

At the press conference, Gov. Otto Kerner pointed out correctly that some persons have opposed the \$1,000,000 Illinois display in New York but that he has favored it.

Ralph Newman, chairman of our New York Fair Commission, said that he believed it would do a dandy job of promoting tourism.

**THEN CAME** to mind a dandy idea:

Maybe Gov. Kerner, up for re-election next year, has his reputation at stake, along with Disney's.

Wouldn't it be strange if the crowd reaction to the Lincoln doll was so bad that Kerner had to carry blame and lose in the election . . . thus becoming the first Democrat to be defeated by a Republican who has been dead for almost a century.

The political aspects of the rise or fall of the Lincoln Doll are not being taken too seriously hereabouts. For example, after viewing the Disney presentation, one loyal Democrat took his life in his hands and walked through Statehouse corridors, singing in a rather pleasant voice:

"M-I-C-K-E-Y . . . M-O-U-S-E-E-E-E-E-E-E-E-E."



# Disney Tells Critics His Walking, Talking Abe Is An Honest Effort

By Sun-Times Bureau

SPRINGFIELD, Ill. — Walt Disney was dismayed Tuesday to arrive in the Land of Lincoln and learn that his creation of a walking, talking Lincoln has been greeted by criticism in some quarters.

The animated figure of Lincoln, designed at Disney's Glendale (Calif.) studios, will be the feature attraction for the Illinois Pavilion at the New York World's Fair in 1964 and 1965.

Disney and Robert Moses, president of the New York World's Fair Corp., were special guests at Tuesday's Illinois exhibit preview here on the centennial observance of Lin-

coln's delivery of the Gettysburg Address.

## Other Illinois Features

Construction of the Illinois exhibit began Oct. 27 in New York and is scheduled for completion March 1. It is being financed primarily by a \$1,000,000 appropriation voted by the Illinois General Assembly this year.

Besides Disney's "audio-animatronics" theater production "Great Moments with Mr. Lincoln," the Illinois pavilion will feature a display of the Gettysburg Address manuscript, a log restoration of the Rutledge Tavern at New Salem, and an equestrian sculpture showing Lincoln as the horseback prairie lawyer. The pavilion is being constructed of native Illi-

nois brick from Danville.

The founder of Disneyland took note during his remarks of criticism from some newspapers and other sources that the Lincoln effigy would be undignified and degrading.

## Stakes His Reputation

A native Chicagoan, Disney said he has been a Lincoln enthusiast all his life and that the enterprise was not a commercial venture.

"I have more at stake in this presentation than the State of Illinois," he said.

"I am not a carnival operator. I'm staking my reputation that this is a dignified presentation."

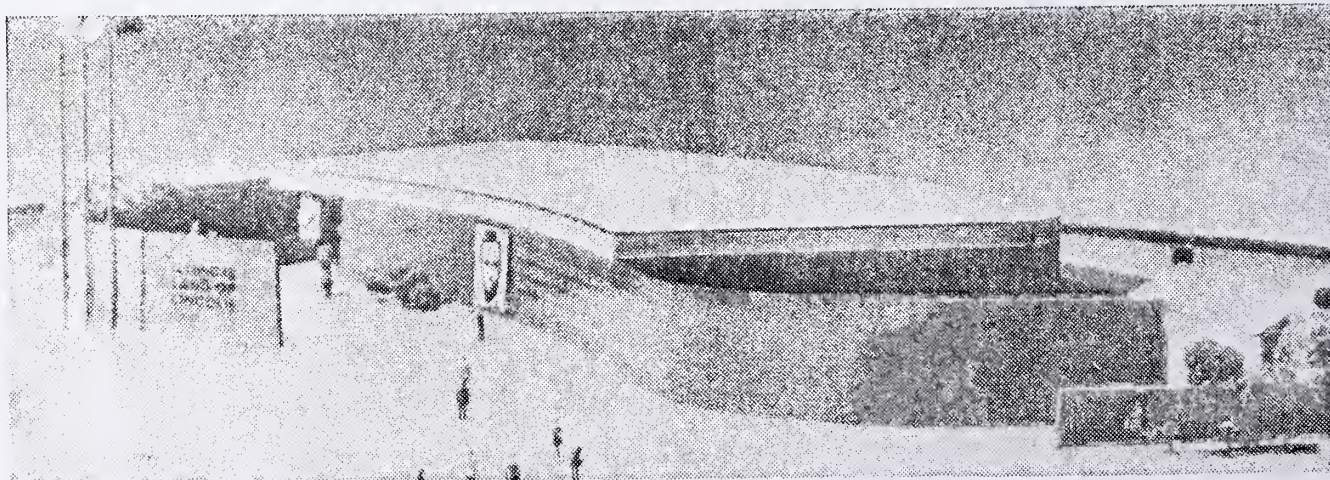
He said he felt there must be some new art form "that

would combine the best of traditional media to capture the real countenance, the warm sincerity and the contagious dedication of Abraham Lincoln."

Disney recalled that Moses shook hands with "Lincoln" at the Burbank studios and decided immediately that it would be appropriate to have the figure at the Illinois exhibit.

Ralph G. Newman, Chicago bookseller, historian and souvenir concessionaire, is chairman of a 17-member commission planning and producing the Illinois fair exhibit.

Architects are Skidmore, Owings & Merrill. Exhibit designer is Bill Burtin. Contractor is George A. Fuller Co.



Artist's drawing of Illinois Pavilion at New York 1964 World's Fair. It will house the animated figure of Abraham Lincoln.

Hollywood's Walt Disney (right) tells Springfield newsmen about the figure. With him is Chicagoan Ralph Newman,

Walt Disney  
for Illinois'

Illinois exhibit  
on the presc



Gettysburg Address, Springfield Elks Club, Springfield, Ill., Nov. 19, 1963)  
Matthew Arnold, referring to Shakespeare, said:

"Others abide our question. Thou art free.  
We ask and ask; Thou smilest and art still,  
out-topping knowledge."

Abraham Lincoln too is among the few in the Book of Gold whose greatness and significance are unchallenged. Like Washington, he is in the clear upper sky. These men are far beyond the carping critics, detractors, head shrinkers, analysts, and cautious purveyors of faint praise.

This modest man was wrong for once, for the world has noted and will long remember what he said on this occasion. A century has put the final seal and imprimatur on the Gettysburg Address. It is timeless now. The march of its simple, compact, unadorned English poetry is in the finest traditions of the Bible, Shakespeare, Bunyon, Franklin, Pitt, and Webster. The least subtle mind will detect in the Gettysburg talk of less than 300 words echoes of great literature familiar to Lincoln—The 23d Psalm, Paul's oration at Mars Hill, the Sermon on the Mount, Hamlet's Soliloquy, Pilgrim's Progress, Franklin at the Signing of the Declaration of Independence, and Earl of Chatham's speech on America in 1777, and Webster at Bunker Hill.

Lincoln at Gettysburg pondered the durability and fate of democracies and took increased devotion from the sacrifices of our soldiers for a great ideal. Like the prophets of old and the Saviour, he assumed vicariously some of the intolerable burdens of mankind. It was more a prayer than a mere affirmation. The Emancipator saw that the end is not yet. It is in fact a long way off, no impossible goal but one to be reached by sacrifice one step at a time. As Vachel Lindsay put it in "Abraham Lincoln Walks at Midnight":

"His head is bowed. He thinks on men and kings,  
Yea, when the sick world cries, how can he sleep?  
Too many peasants fight, they know not why,  
Too many homesteads in black terror weep."

We at the World's Fair salute you of Illinois for your initiative in sending to us Walt Disney's Lincoln, the astonishing animated figure of "the prairie lawyer, master of us all."

Walt Disney is another great product of Illinois. He and the chairman of your Illinois World's Fair Commission, Ralph Newman, and Carl Sandburg and Everett Ruess, have been among those who sat at the feet of the prairie Gamaliel.

You could have thought of nothing which so vividly epitomizes the spirit which informs Illinois, and typifies your purpose, effort, and achievement in every field. This is your man, but one you share with all of us and one we shall proudly present to the whole world as the warp and woof of our American character, and the substance and witness of the American dream.

## Lincoln and the World's Fair

### EXTENSION OF REMARKS OF

### HON. PAUL H. DOUGLAS

OF ILLINOIS

IN THE SENATE OF THE UNITED STATES

Tuesday, November 26, 1963

Mr. DOUGLAS. Mr. President, I ask unanimous consent to have printed in the Appendix of the RECORD an address entitled "Lincoln and the World's Fair," delivered by Robert Moses, president of the New York World's Fair, 1964-65, at a luncheon in celebration of the centennial of the Gettysburg Address, at Springfield, Ill., on November 1963.

There being no objection, the address was ordered to be printed in the RECORD, as follows:

#### LINCOLN AND THE WORLD'S FAIR

(Remarks of Robert Moses, president of the New York World's Fair, 1964-65, at a luncheon in celebration of the centennial of the

Chicago Sun-Times  
February 10, 1964

Judging by the instant phone calls and wires, **Ralph Newman** made a good case on our TV show Saturday for the **Abe Lincoln** figure (designed by Walt Disney) at the New York World's Fair. He has been under attack for "freak commercialization" of Lincoln.





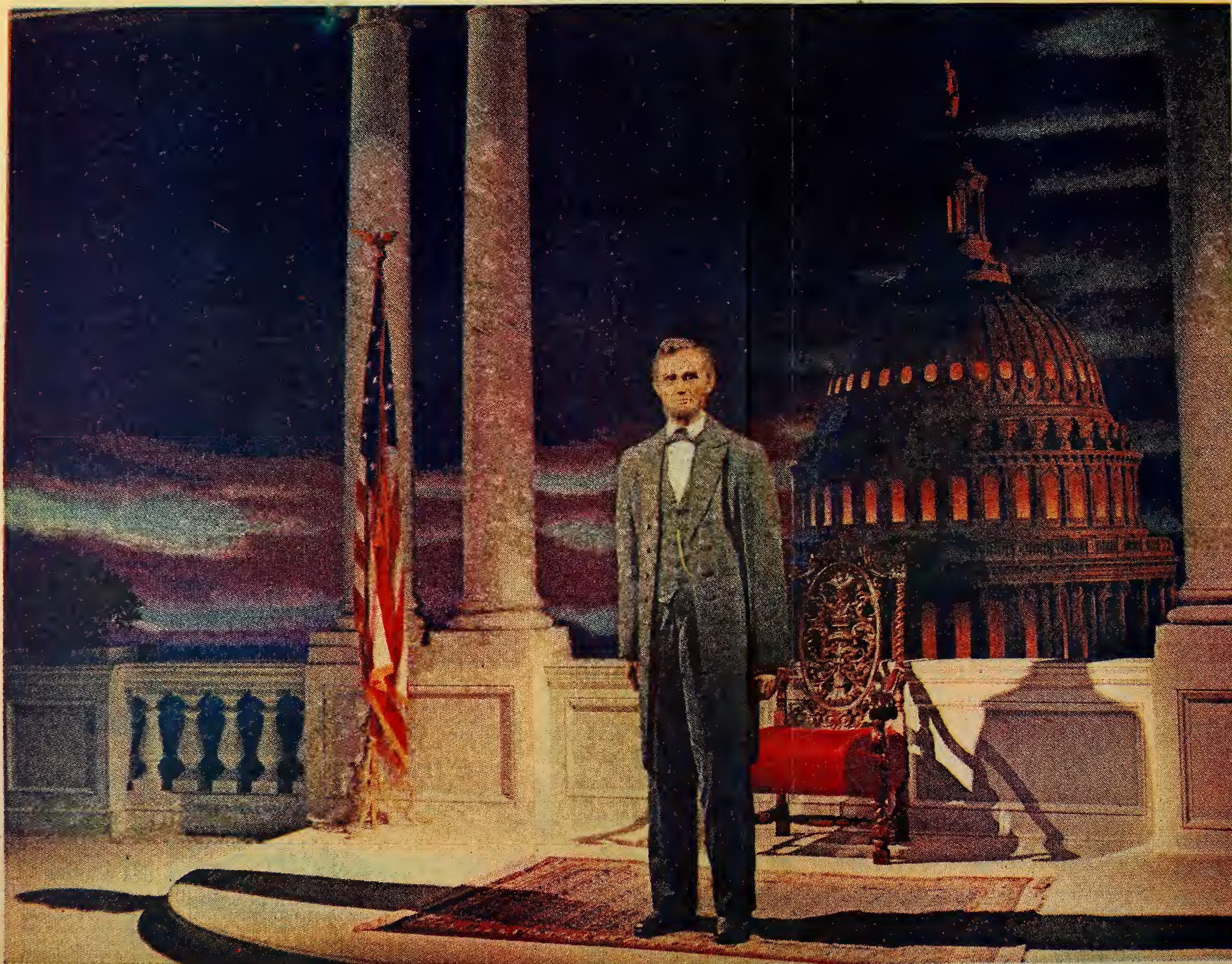
THE most realistic "Abraham Lincoln" that can be devised by man will be the main attraction in the Illinois "Land of Lincoln" pavilion at the New York world fair, opening this spring. The Great Emancipator was born in Kentucky 155 years ago Wednesday but his family later moved to Illinois. The mechanical Lincoln, capable of 29 body movements and 15 facial expressions, was designed for the state by Walt Disney and his staff of experts. They studied hundreds of drawings, photos and descriptions before deciding on the features which they think best represent Lincoln at his physical peak.

Using the voice of an actor, the figure will deliver excerpts from Lincoln's speeches and writings in a show entitled "Great Moments With Mr. Lincoln." The sound track will be synchronized with movements. This prototype model, which took four years to develop, will be closely duplicated in the one to be jammed with electronic gadgetry. John Taylor, a technician, tuned in the audio system while Wathel Rogers, a research engineer, adjusted a hand and (inset) touched up the lips. The figure will reportedly represent the latest in what is called "audio-anima-

—Metro Group



# First Color Photo of DISNEY'S 'Mr. LINCOLN'



Crimson and white clouds drift across the Washington sky in symbolic representation of the American flag as Disney's figure of Abraham Lincoln comes to life and speaks at Disneyland.

## Famed Figure Now on Exhibit at Disneyland

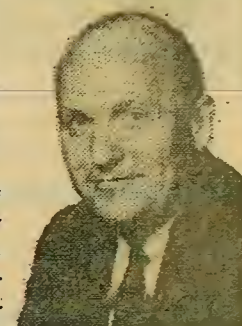
By Kermit Holt  
Travel Editor

ANAHEIM, Cal. — Disneyland, the world's best-known, most-loved, and unquestionably the world's greatest man-made tourist attraction, celebrated its 11th birthday two weeks ago and continues to grow like a young giant moving from childhood into his teen years.

And, as everybody knew he would, Walt Disney finally did run out of space behind the 20-foot-high earthen berm surrounding this happy land of illusion and charm. It happened at the age of 10. But, of course, like every Disney tale, this one had a happy ending: the berm was simply moved further out.

So this year "The Magic Kingdom" embraces 70 acres instead of last year's 65, 70 acres of clean, wholesome, thrilling entertainment not only for children, but for teens and adults [adult visitors outnumber children at Disneyland almost 4 to 1]. There also are 115 acres of parking for 11,000 cars, and every bit of space is needed on a summer day when 50,000 to 60,000 persons often descend on the park.

More than 53 million persons have visited Disneyland since it was opened July 18, 1955 [close to 7 million more are expected this year] and this traveler has never met a visitor who didn't want to go back again and again—to take the submarine voyage thru coral reefs swarming with animated tropical fish, sea serpents, and sharks, and under the polar ice cap, past the drowned continent of Atlantis and a graveyard of ships; to take the jungle river cruise, chugging down winding, tropic waterways swarming with crocodiles, hippos,



Kermit Holt

[Continued on page 61]



## Disney Puts His Magic in N. Y. Fair Speaking Lincoln to Cave Men

By Vernon Scott

HOLLYWOOD—Look out New York World's fair, here comes Walt Disney!

The magician of Disneyland is shipping off to the fair four astonishing commercial exhibits that bid to be the most eye-popping in the history of world fairs—and that's not forgetting the ferris wheel, either.

Already en route are truckloads of life-size plastic cave men and herds of pre-historic monsters, all animated and wired for sound, for the Ford exhibit.

It will be called the "Magic Skyway" ride, and visitors will see 68 various figures, including a 22-foot high tyrannosaurus rex, rumbling in mist shrouded pre-historic settings. An erupting volcano will dominate the scene of the half-mile ride.

The most controversial is



One of four Walt Disney creations for the New York World's Fair opening April 22 will be a figure of Abraham Lincoln for the Illinois state pavilion. The figure will talk, shake hands, move with impressive reality, and recite excerpts from famous Lincoln speeches and writings.

"Great Moments with Mr. Lincoln." This is a slightly larger than life-size figure of the 16th President which talks, shakes hands, and moves with impressive, most terrifying reality.

The three-dimensional animation, utilizing Disney's new audio-animatronics system, will highlight excerpts from famous Lincoln speeches and writings. All for the Illinois state pavilion.

Disney has been working on the Lincoln figure for four years. It will perform five times every hour at the exhibit.

# U.S. PAPERS TO GO ON EXHIBIT AT FAIR

Display to Feature Personal  
Belongings as Well of 13  
Selected Presidents

KENNEDY TO BE HONORED

Lincoln's Stovepipe Hat and  
Washington's Sword to  
Be Among Memorabilia

By WARREN WEAVER Jr.

Special to The New York Times

WASHINGTON, Feb. 26 —

One of the most comprehensive and valuable collections of American historical documents ever assembled will go on exhibit in the United States Pavilion at the New York World's Fair this spring.

The project will focus on the achievements of 13 Presidents, presenting the great papers of their Administrations in the original as well as some of their personal belongings.

Based on a suggestion made by President Kennedy last October, the exhibition was approved in almost final form by the President just two days before his assassination. The only change has been to include him among the Presidents to be featured.

The exhibition is expected to include such papers as Washington's Inaugural Address, Franklin D. Roosevelt's address to Congress outlining the Four Freedoms and the nuclear test-ban treaty of the Kennedy Administration.

Among the memorabilia will be Washington's sword, Lincoln's stovepipe hat, Theodore Roosevelt's Rough Rider uniform, Woodrow Wilson's typewriter and President Kennedy's rocking chair.

The presidents who will be featured in the exhibit are Washington, John Adams, Thomas Jefferson, Andrew Jackson, James K. Polk, Lincoln, Glover Cleveland, Theodore Roosevelt, Wilson, Franklin D. Roosevelt, Harry S. Truman, Dwight D. Eisenhower and John F. Kennedy.

The first 11 were selected as "great" or "near-great" by a panel of 75 historians in 1962. General Eisenhower was added at President Kennedy's insistence, and Mr. Kennedy at President Johnson's.

President Kennedy's advisers pressed for the inclusion of General Eisenhower on the ground that the move would silence any criticism of the exhibit as politically oriented.

President Johnson has given the historical exhibit his "urgent endorsement." In a letter to Secretary of Commerce Luther H. Hodges, he praised it as "an attempt to summarize major themes of the American experience, in terms of our outstanding Presidents."

Mr. Johnson also said he could think of no more fitting way to create a memorial to President Kennedy than an exhibit reflecting his "consummating sense of history."

The display will occupy an 8,000-square-foot gallery on the first floor of the \$17 million United States Pavilion. It will not be ready to open with most of the other features of the building on April 22. A separate unveiling is being considered for Memorial Day or July 4.

The final selection of the documents and memorabilia to be included is in the hands of a group that includes representatives of the Library of Congress, the Smithsonian Institution, the National Archives, the curator of the White House and the National Park Service.

## LINCOLN TREASURES AT FAIR

# *Illinois Might Steal the Show*

## *... We Hope*

BY ROBERT J. HERGUTH

Here's a hard-cider toast to Honest Abe Lincoln—first in war, first in peace, and first man ready at the New York World's Fair.

Yup, that controversial sitting, standing, talking figure of our Civil War President is reportedly set to go for opening day April 22, even though much of the 690-acre fairgrounds still resembles a colossal mudpie.

The life-size Lincoln figure, developed by Walt Disney, will be the prize attraction at the fair's Illinois pavilion. And because of Abe, the Illinois display should be among the fair's top six or seven attention-getters.

Some 7,000,000 people—500 at a time—are expected to see Abe perform during the fair's two years.

The audience will feel it's back in Civil War days for 10 minutes, while a seated President Lincoln rises to his feet and gives one of his famous speeches. Even the mannerisms of the 6-foot 4-inch mechanized marvel are those of our 16th President.

**IT CAN** finger its coat lapels, tap its fingers, and manage 15 facial expressions—several more than most presidential candidates of today.

A hard-of-hearing person will be able to read "Lincoln's" lips, say technicians, if his speech falls on deaf ears.

Chicago's Ralph G. Newman, Lincoln scholar who heads the Illinois commission for the fair, said the Illinois pavilion may be the only one to have a pre-opening preview on April 20.

Among the Illinois celebrities expected to see Lincoln's

first performance then are Gov. Otto Kerner, UN Ambassador Adlai Stevenson, Sens. Everett M. Dirksen and Paul Douglas.

Republican Lincoln is expected to smile at all of them, even though Dirksen is the only true-blue from the Grand Old Party.

The \$1,000,000 Illinois pavilion, much of it built with 252,000 special bricks from Danville, was one of the cheapest to construct at the fair.

But imaginative Illinoisans have come up with these other crowd-catching items from the Land of Lincoln to fill our pavilion with spectators:

—The original Gettysburg Address manuscript, owned by the state and on view until now at the Illinois State Historical Library.

—Snappy Illinois state troopers, who will guard the manuscript.

—The Lincoln Totem Pole, carved by Alaskan Indians in gratitude for their freedom from slavery. A top-hatted Lincoln figure is at its peak. It has been kept in Illinois since the Alaskans shipped it to the "mainland."

—Every known photograph of Lincoln — 119 in all. Some 16 of them have never been on public display before.

—A log-by-log replica of the cabin where Lincoln started his career as postmaster of New Salem, Ill.

**NEWMAN** said Lincoln scholars the world over are expected to visit the Illinois pavilion and its Lincolniana.

Incidentally, a Chicago firm is printing up thousands of exact replicas of the first Gettysburg Address manuscript for sale as souvenirs at the pavilion.

Which means that 100 years from today, our ancestors will find these copies in their attics and insist they have the original.

A lot of other things are happening at the New York Fair, but we forget what they are right now.



# *Kerner Wields Ax To Open Lincoln Site At N. Y. Fair*

NEW YORK (UPI)—A cold rain failed to dampen spirits Monday as 300 Illinois dignitaries and businessmen participated in dedication ceremonies for the Illinois Land of Lincoln pavilion at the world's fair.

Among those who presided at the festivities were former Illinois Gov. Adlai E. Stevenson, now U.S. ambassador to the United Nations, Gov. Kerner and fair president Robert Moses.

Kerner enlivened the proceedings by officially opening the pavilion in a ribbon-severing ceremony which involved chopping into a log with an ax. The ribbon, held across the log, was neatly cut by the governor as the rain started to fall.

## **View Film**

The group retired to the interior of the pavilion to view a 12-minute film and narration projected on a huge screen on

a wall in the assembly hall entitled "The Illinois Story."

Afterward, the visitors moved into the Lincoln Theater to hear remarks by Stevenson and Walt Disney, creator of a special effects show entitled "Great Moments with Mr. Lincoln" which will be shown during the run of the fair.

Stevenson deplored threats by civil rights groups to stage a massive traffic "stall-in" Wednesday, opening day of the world's fair. He said "civil wrongs don't make civil rights."

## **Disney Explains Delay**

"I think the mature, responsible leaders of both the Negro and white community have expressed themselves well on this score and I need not add to what they have said and done," he said.

The Disney show was to have been previewed Monday, but Disney explained that be-

cause of "technical difficulties"—one of them being the huge traffic jam outside the fair caused by the opening of Shea Stadium across the street last week—the show was not ready.

When the attraction is ready, it will depict Abraham Lincoln talking, standing, sitting and gesturing in lifelike action, through a new medium known as audio-animatronics.

## **Danville Bricks**

Scores of pictures of Lincoln line the outer walls of the theater in the pavilion, which is the only all-brick structure on the fairgrounds. There are 252,000 reddish-brown bricks in the building, all especially fired in Danville (Ill.) kilns.

Other highlights at the pavilion include the Illinois-owned, original Gettysburg

Address manuscript brought from its permanent home in the Illinois State Historical Library for its first public showing in New York.

The entrance courtyard to the pavilion is dominated by a huge Anna Hyatt Huntington sculpture showing Lincoln as a horseback-riding student.

The work was contributed to Illinois by Mrs. Huntington, 88, through the National Arts Foundation. At the close of the fair, the statue will be placed at the entrance to New Salem State Park, a restoration of the log cabin village where Lincoln grew up.

The 119 photographs of Lincoln on display in the pavilion gallery represents a collection of every known photograph ever taken of Lincoln.



Gov. Kerner (center) chats with the New York World's Fair president, Robert Moses (right) and Illinois historian Ralph Newman (left) prior to dedication of Illinois pavilion at the fair. They stand before a sculpture of Abraham Lincoln as a horseback-riding student. (UPI)



Sun-Times  
Chicago, Illinois  
April 23, 1964

# Four Sr And... Testing... Testing...

**Special to The Sun-Times**  
NEW YORK—Due to electronic difficulties beyond the immediate control of Walt Disney's engineers, Abraham Lincoln sat mute Wednesday in the Illinois Pavilion at the World's Fair.

And because the Lincoln robot wasn't prepared to deliver the polished performance envisioned by Disney's technicians, no visitors were admitted to the pavilion on the fair's opening day.

"I can't say if it will be two hours or two days before the exhibit is ready for the public," said James Cassin, executive director of the Illinois Land of Lincoln Pavilion.

Cassin reported that two shifts of Disney engineers — roughly 30 in all—were working around the clock to prepare the mechanized Emancipator for the public. The animated figure was designed at Disney's Glendale (Calif.) studios.

Once the 6-foot 4-inch figure is in working order, visitors will witness a five-times-

an-hour program in which the tireless robot stands, fingers its coat lapels and delivers a composite of Lincoln speeches with 17 different facial expressions before sitting down again.

The performance, complete with music and other sound effects, will be presented in a 500-seat auditorium.

As Cassin explained it, the opening-day trouble went deeper than the robot Lincoln's voice.

Cassin indicated the difficulty was centered in the electronic brain that controls the whole performance.

"The show is a highly technical presentation," he said. "A 14-channel tape that gives out 30 impulses at one time controls the house lights, doors, stereo system and movements of the figure.

"This is a very sophisticated setup. Either everything goes or nothing goes."

Cassin compared preparation of the electronic Lincoln exhibit to the countdown for a missile launching.

"The rocket components may be OK," he said, "but the show doesn't start unless the central control panel is completely operable."

The voice came through loud and clear in a test last week, Cassin maintained.

But the Disney engineers wanted to make certain the Lincoln actions—the lapel-tugging bit and the facial gestures—would fit his speech.

The public was barred from other exhibits in the pavilion, including 119 pictures of Lincoln and the original Gettysburg Address manuscript, because electronic equipment is scattered throughout the building and the technicians needed access to it.

Usherettes turned away visitors with the advice that the pavilion was closed "due to technical difficulties in the 'Great Moments of Mr. Lincoln' exhibit."

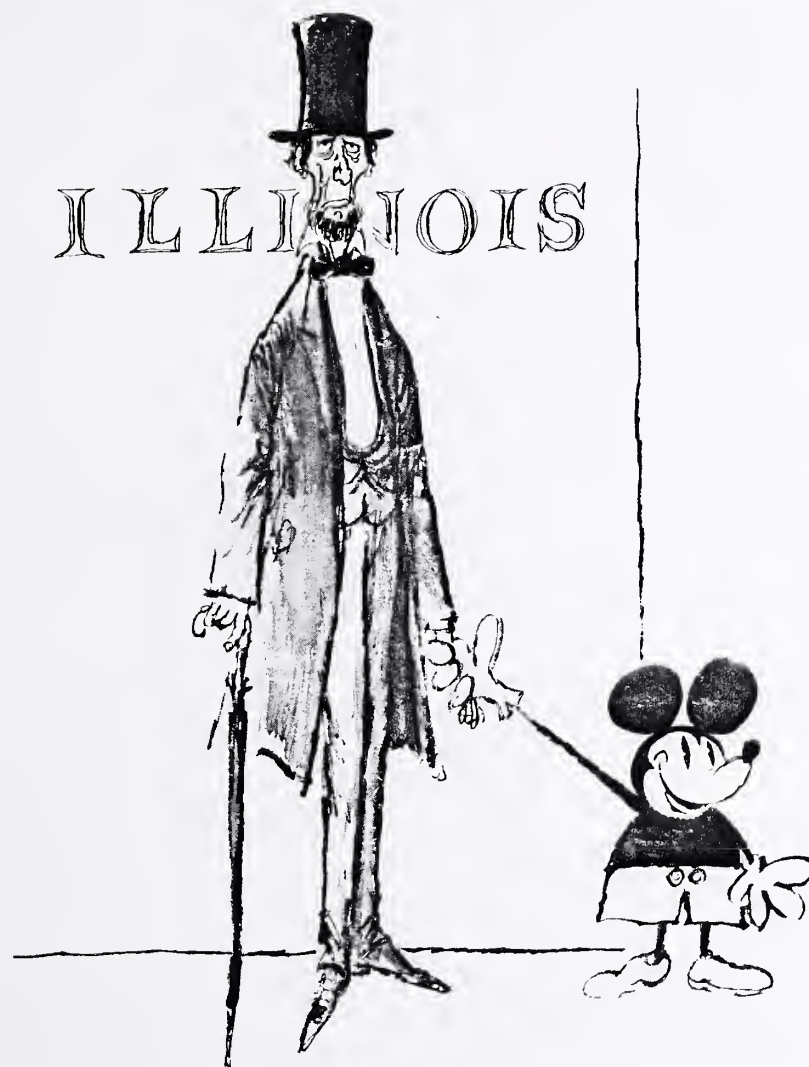
No civil rights demonstrations occurred outside the Land of Lincoln Pavilion during the early hours of the fair, although a singing group from the Con-

gress of Racial Equality strolled by in the rain during the morning.

They softly sang "The Battle Hymn of the Republic" while the engineers in the pavilion labored to bring life to the figure of the Civil War President.



Prototype of Walt Disney's giant figure of Abraham Lincoln in the Illinois Pavilion at the New York fair.



**F**or the Illinois pavilion, Walt Disney has built a life-size Lincoln that walks, talks, pulls faces, and would go streaking back to its log cabin in seconds, given half a chance. Right, the West Berlin offering; no pains have been spared to make every detail of the exhibits as authentic as possible.



# *Abe Speaks - - and a Visitor Groans*

BY WILLIAM H. STONEMAN

*Daily News Foreign Service*

LONDON — Scorn has been poured on the Illinois State Pavilion at the World's Fair in New York by William (Cassandra) Connor of the London Daily Mirror whose readers number 15,000,000.

Connor, ordinarily a booster of things American and a respecter of American tradition, appeared to be revolted by the Lincoln show presented in the pavilion.

Here is what he wrote about it in his column:

**OF ALL** the brilliant, contradictory and most enjoyable idiocy at the fair, what I loved best was the Illinois State Pavilion which glorifies, not surprisingly, the State of Illinois.

Now it so happens that Illinois elected the future President of the U.S. Abraham Lincoln to the Legislature when he was twenty-five. Illinois are proud of their Abe.

So, to their favored son (note to students of the art of skillful baloney — Lincoln was not born in Illinois at all but in Kentucky) they have put on a marvelous show.

What they have done is this. When you enter the Illinois Pavilion, you are ushered

into a hall and you get the first wave of indoctrination which lasts seven minutes.

You are shown a film which extols the State of Illinois and are then given a run-through from Log Cabin to White House as performed by our Abe, who actually did live ten years in a log-cabin in Indiana — and hated it like hell.

**WHEN THE** lights go up you are informed by a breathless young usherette that you are now privileged and are going into an adjacent theater and the doors are going to be electronically locked behind you.

The psychological warfare is on.

There is no escape. A Certain Man is in there. You may be burnt to death, but, by the Stars and Stripes, you will have seen Him.

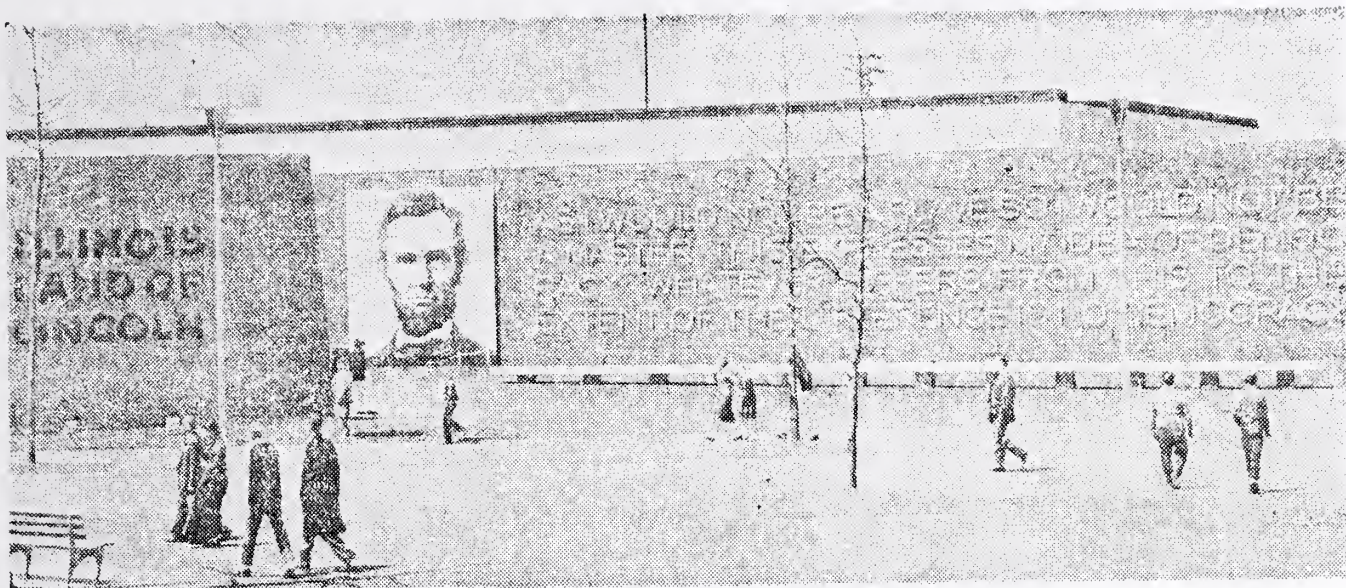
You sit down.

Sonorous music plays in a growling minor mood. The darkened hall blushes into a deep red. The curtain slowly rises and there, in the shadows of a carved wooden armchair, sits The Father of the Nation — by kind permission of Walt Disney.

**"OLD SNOW WHITE,"** at the cost of two and three-quarter million pounds, has rebuilt Old Abe into an all-talking, all-twitching, all-cyelash dropping, all-shoulder shrugging, all-laudatory, all-denunciatory puppet; a wired in and electronically balanced out imitation of a human being complete with long gold watch chain hanging 18 inches from the top of his waistcoat to his fob pocket.

At first you think that Abe is dead.

But then you see that the monstrous doll is breathing. His eyes move and as the carpet of soft music thickens in its aural pile, he slowly starts to rise from his chair. He has the posture of an old man and his arms move



United Airlines Photo

The clean lines and dignity of the Illinois pavilion at the New York Fair, with its priceless collection of Lincoln manuscripts and other historic displays, are overshadowed

slowly. His fingers are electrically alive and maybe, for all I know, his plastic toenails are growing.

**THEN STANDING** full height with the volts and the amps and the ohms adjusted and no red blood in his veins, Lincoln, by kind permission of Walt Disney Enterprises Inc. starts to speak.

You can lip-read him. The

great crashing words "Liberty," "Freedom," "Heritage," "Dignity," "Equality," "Slavery" and "Mankind" roll out of him from a larynx made from banks of carefully modulated loudspeakers.

Surely the dead Disney doll is alive. But surely, too, John Wilkes Booth shot the old fellow at Ford's Theater on the night of April 14, 1865.

by the novelty of the walking-talking Lincoln. Our writer takes a dim view of the Disney figure, even though it is said to be rivaling Michelangelo's Pieta in attracting the crowds.

When he is finished and he sits laboriously down, the massed choirs at umpteen decibels grip us by the emotional throat, but not by the logical senses, as they roar the melody of "John Brown's Body."

Any good actor could have done it twice as well and would have been glad of a tenth of the eight million bucks worth of mechanized

effigy that Mr. Disney has exhumed.

**I AM** reminded of what Doctor Johnson once said when he heard an Italian coloratura for the first time. Boswell had told him how difficult it was to sing in this way.

The Doctor turned on his biographer and said: "Would to God, Sir, it was impossible?" That goes twice with me too.



## Funds Should Be Pledged

# *Illinois Pavilion Shouldn't Have To Charge Admission*

A DISPATCH on Page 1 today from Eugene Callahan, State Register reporter who's visiting the New York World's Fair, points up a problem facing the persons responsible for the Illinois exhibit or ask the General Assembly next year for more funds.

Unquestionably, Illinois' exhibit is one of the finest at the fair — practically everyone who has seen it agrees on that. And, the Illinois pavilion is one of the lowest budget operations at the fair. The managers of the exhibit have done a remarkable job with the money available.

It is unfortunate that because of extremely high utilities and labor costs the \$1 million appropriation made by the 73rd General Assembly cannot be made to stretch over the two years of the fair's operation. The managers of the exhibit are left in a difficult spot. They must decide whether to charge admission, probably resulting in a sharp cutback in attendance, or to continue the open door policy to the public and hope the General Assembly will vote them more funds.

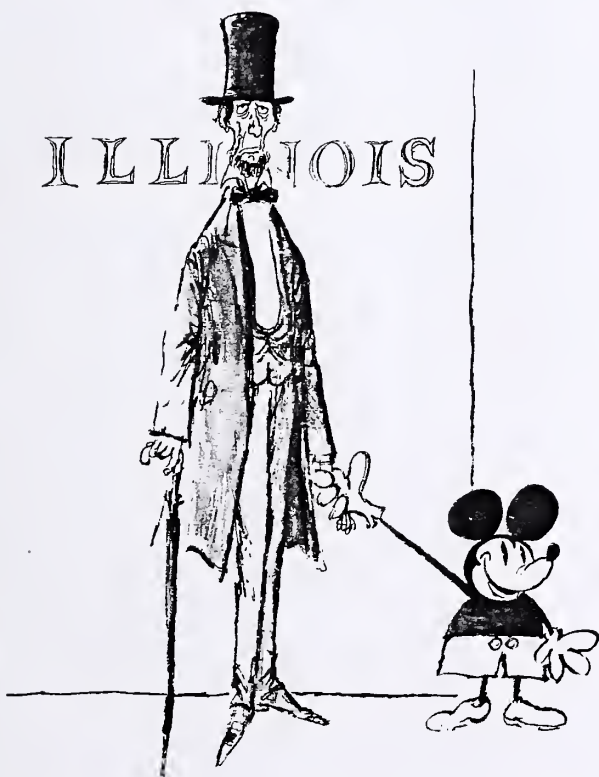
The Illinois State Register believes it would be a mistake to begin charging admission to the exhibit, the primary purpose of which is to tell the world about Illinois' incomparable Lincoln heritage. There is no doubt Walt Disney's walking and talking fig-

ure of Lincoln — one of the real successes of the fair — would draw a substantial number of paying customers to the Illinois pavilion, but we believe it would speak better for our state if the pavilion open to all, regardless of ability to pay.

James Cassin, executive director of the Illinois pavilion, estimates it might take another \$500,000 to run the exhibit through 1965 without charging admission. While this is a substantial sum, it amounts to only a nickel for every man, woman and child in Illinois. We believe the General Assembly can afford to appropriate five cents per state resident to keep the pavilion open and free to the public.

The Illinois State Register respectfully suggests that Gov. Otto Kerner and his challenger for the governorship, Charles Percy, and legislative leaders of both political parties go on record publicly in favor of the General Assembly making a reasonable appropriation for the exhibit early next year. This is no partisan matter, and representatives of both parties should be willing to commit themselves on it.

Such action would be reassuring to the managers of the Illinois pavilion, and it would enable them to carry on in proper fashion the work they have done so well up to now.



**F**or the Illinois pavilion, Walt Disney has built a life-size Lincoln that walks, talks, pulls faces, and would go streaking back to its log cabin in seconds, given half a chance. Right, the West Berlin offering; no pains have been spared to make every detail of the exhibits as authentic as possible.

After the *Pietà*, the most publicized single exhibit at the Fair is the Walt Disney representation of Abraham Lincoln, in the Illinois pavilion. The figure, as surely the whole world has been told by now, moves and speaks in response to a system of three-dimensional animation that Mr. Disney has called "audio-animatronics." In short, old Abe has been computerized. The cavemen and other prehistoric creatures at the Ford pavilion are audio-animatronic, too, but they only grunt. With the Lincoln figure, the system has made, I gather, a major breakthrough.

Mr. Disney has characterized his contrivance as "an entirely unique form of art and entertainment, which will eventually take its place beside the theater, opera and motion picture." I can't see it; but I realize his vision is considerably sharper than mine. He emphasizes, however, that "this is only a beginning, a starting point for future development."

I was disappointed by the Lincoln doll, probably because the advance publicity had led me to expect too much. I had fancied that I would

take my place in a queue and would eventually stand in front of Lincoln; that he would then smile, reach out his hand to shake mine, and bend down to murmur, "Free the slaves," or something of the sort; and that I would then yield my place to the next in line.

In fact Lincoln is up on a stage, far removed from his admirers, and I was so anxious to see whether his mouth was moving in synchronization with the words that came out of him that I'm afraid I didn't catch what he said. Something noble, I'm sure.

Other Disney audio-animatronic figures—four whole families of them—carry on at the Carrousel of Progress in the General Electric pavilion, and for perverse reasons I felt more respect for them than for the Lincoln doll.

"Holidays" July 64



# Star Of The World's Fair

By FRANCIS STILLEY

NEW YORK (AP)—The individual star of the World's Fair is none other than Abraham Lincoln.

Some audiences he holds in spellbound silence. Others he sets to cheering wildly.

People go away from his performances in awe with praise and such exclamations as "Stupendous!" "Tremendous!" and "Most impressive and inspiring." Many return time and again.

Lincoln, seen as the feature

attraction of the Illinois Pavilion, is the creation of the Walt Disney organization.

He is a new type of animated figure so lifelike many find it hard to believe he isn't really real. He fits the exact description of Lincoln as to face and figure, dress, speech and mannerisms.

After dramatic introductory music and other material, the stage curtains part before a hushed audience to reveal the figure sitting in center stage in a high-backed chair.

Slowly the figure rises, pauses to regard the audience to right and left. Quietly but forcefully he begins to speak. For 10 minutes he delivers excerpts from Lincoln's speeches dealing with liberty and freedom.

There is seldom the slightest sound from the audiences—except for cheers. These come with a roar at the end, when the figure takes its seat.

The champion viewer so far is one man who sat through seven successive performances.

There has been some confusion.

An elderly grandmother wanted to know, "What is the name of the actor that plays Lincoln?"

WORDS OF WISDOM AT THE FAIR

# Abe Lincoln Speaking . . .

BY ROBERT HERGUTH

NEW YORK WORLD'S FAIR—Here it is, the Illinois Pavilion and the talking Abe Lincoln, almost as controversial as Honest Abe was in real life.

Hard by the U.S. pavilion, flanked by New Mexico and West Virginia, it is a Lincoln shrine, pure and simple.

Abe's words reach out for you in block letters on the outside brick walls. His face peers at you sadly. His bust invites climbing children.

The line to see Abe—or a six-foot-four talking robot replica of the original—is short. Three strollers and four rent-a-kiddy-cars are parked outside.

The audience moves into a kind of anteroom, where big mural pictures of Marina City, Navy Pier, farms, Martin Luther King, peer down.

A slide show begins on a 20-foot-wide screen, with taped music and voices. It tells of the land that made Lincoln great. Some of the taped words are hardly audible.

The slide show ends, doors open in front of the audience. The audience then files into the 500-seat theater for the main show, featuring Abe. But the viewers walk in from the right side of the theater, each file striding along the row of seats it will sit in.

Blue carpet, red drapes on-stage. Taped chorus recites the Preamble to the Constitution.

Abe's figure is in the shadows when the curtain goes up. He is flanked by the Illinois and American flags, and sitting on an old wooden chair. Black 1860 suit, high-top shoes, string bow tie, high-collar shirt. Face from a life-mask of Lincoln.

## HE'S LOOKING AT YOU!

He gets up and starts speaking. His body sways a little. His head and eyebrows move. He mouths the words.

"The world has never had a good definition of the word liberty, and the American people, just now, are much in want of one.

"We all declare for liberty;



Abraham Lincoln's portrait at the entrance of the Illinois pavilion sets the theme for the state's exhibit at the New York fair.

but in using the same word we do not all mean the same thing."

He said those words in 1864. He could have said them at the Republican Convention of 1964.

"At what point then is the approach of danger to be expected? I answer, if it ever reaches us, it must spring up amongst us. It cannot come from abroad."

Those hands. What will they do? They seem to flutter and strain as Abe speaks. They come up a little and turn outwards beseechingly.

## IF HE WALKS TOWARD YOU, YOU'LL FAINT.

"Let us have faith that right makes might, and in that faith, let us, to the end, dare to do our duty as we understand it."

Lincoln sits down. Voice too heavy? Swelling chorus. Capitol dome in background against blue sky. Curtain down. Audience applauds. A decent second of waiting for eye-dabbing.

Doors open on left side of theater and audience files out. Total elapsed time: 12 minutes.

**THEN COME** the exhibits; the original manuscript of the Gettysburg Address, Lincoln letters, every known photo of Lincoln, a full-size replica of the New Salem log cabin where Lincoln once served as postmaster.

"This Lincoln show even choked up a buddy of mine from the Marines," said Charles McCarthy, a state trooper from Fairbury, Ill., assigned to help guard the pavilion.

The Lincoln figure is run

by tape which governs its gestures and voice.

One disappointment: Its hands have little to do, though they could be making expansive gestures and grasping the lapels, maybe.

Among the million-plus persons to see Abe so far at the fair are an estimated 80,000 Illinoisans plus notables like Mrs. Casey Stengel, actress Gina Lollobrigida, Dr. Glenn Seaborg, Rudy Vallee, actor Hugh O'Brian.

Walt Disney, responsible for the fair's Abe, has been back three times to see it.

General comment on the Illinois pavilion? Not bad. The state is well represented.



## IT'S THE MOLLOY

# World's Fair Abe Lincoln Is First-Rate



By Paul Molloy

NEW YORK—When I was in college, history was one of my favorite subjects but for two years, at least, I used to doze off during the classes. The professor was a renowned historian, an expert whose writings appeared regularly in the finest publications. But he'd put me to sleep because he couldn't put his subject matter across. He was a terrible lecturer and, to put it in simple terms, he lacked showmanship.

I got to thinking about this poor fellow the other day when I visited the "Illinois Land of Lincoln Pavilion" at the New York World's Fair. The exhibit's main attraction—a standing, talking figure of Abe Lincoln—has been widely criticized as some sort of wax-works crudity. I entered the Illinois Pavilion prepared to dislike what I'd see.

I received a most pleasant surprise. I liked it very much. And the reason, I suppose, is that the figure and all that goes with it (created by Walt Disney) constitute top-rate showmanship and there's nothing wrong with showmanship if it's in good taste.

The Illinois Pavilion is the only exhibit paying special honor to the office of President of the United States. And admission is free. What Mayor Daley likes to call the "great city" of Chicago, by the way, is not represented here.

Next to the New York State structure, the Illinois Pavilion is the most popular state exhibit at the World's Fair, averaging 20,000 visitors a day. The Newark (N.J.) News labeled it "the best of the state pavilions," ranking its own New Jersey Pavilion in third place. A trade publication, The Architecture and Engineering News, placed the all-brick, curved-wall Illinois Pavilion among the Top 10 for architectural design at the World's Fair.

And Robert Moses, the no-nonsense president of the fair, is on record with this: "There are at least two unforgettable presentations on the fairgrounds — the Vatican Pavilion's 'Pieta' (discussed in an earlier column) and the Illinois Pavilion's 'Mr. Lincoln.'"

## Technical Artistry

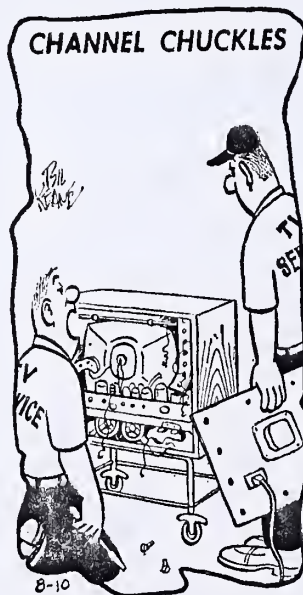
ENOUGH has been said and written about the lifelike figure of Lincoln to avoid repetition here. There has been much criticism in some quarters, and some of the protest has come from people who have not seen the exhibit but who abhor the very thought of a Lincoln figure "coming to life," so to speak. I see nothing wrong with that. If we can admire a statue or painting of a great personage, certainly it is not grotesque to appreciate the further dimensions of a voice and action. And if the figure is capable of 48 separate body actions and 17 head motions and facial expressions, then all the better if they are shown in taste and technical artistry. And Disney is plainly the master of this sort of thing.

After Lincoln has "spoken" (excerpts from his most famous speeches and writings), there is a finale that stirs the emotions with the figure, seated now, silhouetted against the imposing dome of the Capitol Building in the early light of dawn as an invisible chorale presents "The Battle Hymn of the Republic." As I watched the "performance," I was stunned by the awe and reverence in the crowded auditorium. Some visitors were weeping openly.

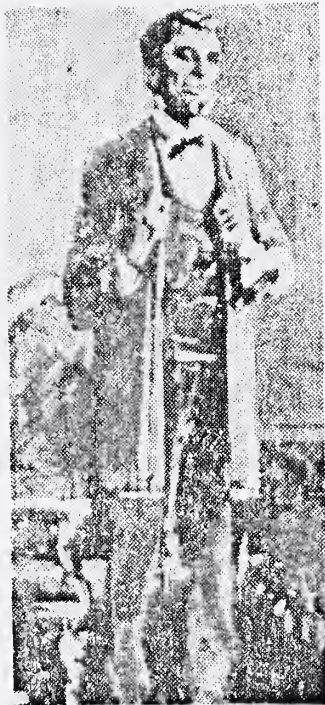
## Visitors React

THE TOURISM BOOTH, in the pavilion courtyard, attracts more than 1,000 visitors daily who—voluntarily—write down their comments in the visitor's book. After viewing the Lincoln spectacle, and looking at the original of his Gettysburg Address (under heavy guard), they write down such comments as "best thing on the grounds!" and "best pavilion of them all!"

Among the things I liked were two books from Lincoln's library: "Joe Miller's Complete Jest Book" and "A Book of Nonsense" (an early-day comic magazine).



"I can't seem to rid myself of the notion that I'm looking at an acute case of distress in the lower tract."



Gardner Displays Photo

**T**HE PHOTO at left is not the controversial Lincoln figure being constructed and animated by Walt Disney for the Illinois pavilion at the New York Fair. It is an "interim" or experimental model of the irreverently dubbed "blinkin' Lincoln".

According to the "official policy" decreed by WED Enterprises (the division of the Disney empire that is building the exhibit) no one will be allowed to photograph this production "before, during or after any showing, including the April 20 preview". And "no photographs or film clips will be prepared by the sponsors or producers for distribution at the preview."

In other words, the taxpayers of Illinois must go to the Fair and watch what Disney hath



# Disney's Abe Touches Off Controversy

SPRINGFIELD, Ill. (UPI)—A controversy boiled today over whether a life-like Abraham Lincoln figure that sits, stands, talks and gestures is dignified and characteristic or "grotesque."

Walt Disney came to the land of Lincoln Tuesday to talk about the project, which will be the heart of the \$1 million Illinois exhibit at the New York World's Fair.

"He is going to speak to you," Disney said. "His voice is as close as we could get from actual descriptions of this great man. He will appear in a very dignified setting."

"While seated in a chair before speaking he will drop his head in thought, a characteristic Lincoln action," Disney said. "When he is introduced he will stand — putting his hands behind his back — as though deep in thought."

Disney said the Lincoln presentation would appear to audiences "as life-like as I am standing before you — perhaps more so." He said the figure even would tap its fingers on its chair while waiting to be introduced.

Disney's statements to newsmen were in answer to criticism the Lincoln figure would be "grotesque" and would resemble a carnival sideshow.

"It's almost as ghoulish as the idea to play a mock recording of the voices of the four presidents enshrined at Mt. Rushmore," one person said.

The Lincoln figure will be in a 12-minute presentation called "Great Moments with Mr. Lincoln," held in a 500-seat auditorium in the Illinois pavilion.

"I have more at stake in this than the state of Illinois," said Disney, a Chicago native, "I am staking my reputation on this — my integrity, I am not a carnival operator."

the Lincoln theme for its exhibit, the Disney production was a natural for inclusion there.

He said much research had gone into recreating the Lincoln voice as close as possible to what it was.

Disney is a native of Chicago, went to school there and received some of his early art training there. He said he learned about Lincoln in school and "learned reverence for him which has grown through the years."

Bruce Graham of the architectural firm of Skidmore, Owings and Merrill, designers of the Illinois pavilion, said construction is on schedule and will be completed next March 1, well before the start of the fair.

Design consultant Will Burtin commented during showing of slides on the building's design that in drawing the plans they "desired to effect the power and dignity the occasion requires" in order to create the proper mood for persons touring the exhibit.

**THE ILLINOIS PAVILION** — This view of the architect's model of the Illinois Pavilion, with the roof removed, shows how a tour by a visitor to the New York World's Fair can be made: (T) The entrance courtyard, containing a monumental photo-portrait of Lincoln, a new equestrian statue of the young Illinois lawyer and a relief map of the state, watched over by the famous Borglum "shiny nose" head of Lincoln; (B) Lincoln Exhibit Hall, featuring a giant panorama projection story of Lincoln, displays of Lincoln artifacts, the complete

Lincoln photo. Lincoln exhibit tysburg Address owned original equipped with the international ter, where the be available for (E) Illinois E leadership in ti tion, and recre



**DISCUSS ILLINOIS EXHIBIT** — Gov. Otto Kerner, front left, and other Illinois lawmakers including: Sen Arthur Bidwill, president pro tem of the Senate, second row, left, and Judge James B. Parsons of Chicago; listen as visiting dignitaries, right, Will Burtin, with his back to the camera, exhibit de-

signer of the Illinois Pavilion, and Walt Disney, center, tell of their respective functions in the setting up of the Illinois exhibit at the World's Fair. Seated next to Disney at the right is Lincoln historian Ralph G. Newman. (Staff Photo)

INCOMPLETE





New York  
World's Fair  
1964-1965  
Exhibits





# Illinois Pavilion New York World's Fair

RALPH G. NEWMAN

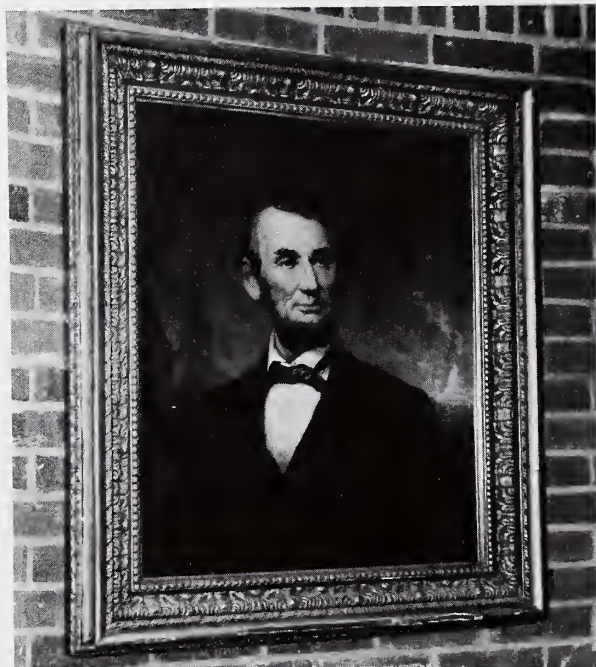
*Chairman*

*Illinois Commission*

*New York World's Fair*

ILLINOIS, the twenty-first state in the Union, is proud of its appellation, "The Land of Lincoln," and the phrase is the theme of our presentation at the New York World's Fair. We offer to the world a treasure-house filled with actual treasures and with a multitude of ideas that will enrich the lives of our millions of visitors.

Our overall theme concerns itself with the life, times, influence, and philosophy of our greatest son. Through the spirit of Abraham Lincoln, which today, a century after his death, influences most profoundly the lives, thoughts, attitudes, and actions of modern Americans, we present the story of the past, present, and future of our great



*Life portrait of Abraham Lincoln by George H. Story now on display at the Illinois Pavilion at the New York World's Fair.*

State and his conception of the mission of America as a trustee for humanity.

Why does Lincoln endure more than one hundred and fifty years after his humble birth in Kentucky? Why does Lincoln continue to grow in our political philosophy, our cultural inheritance, our social and moral consciousness? Why has he remained in death as powerful an influence and reality as he was in life? Why is it that that influence is growing, not fading?

The Lincoln story as told in the Illinois Pavilion is not only the biography of a man whose life span was a brief fifty-six years, two months and four days, it is also an interpretation of the man, an explanation of his hold upon the minds of men, and an attempt to come closer to a real understanding of why Abraham Lincoln lives for the ages. In sight and sound, by means of hitherto unknown techniques, we tell this story, and it is our belief that those who see and hear it are enriched by their exposure to this great American's personality.

Justifiably proud as we are of our Lincoln heritage, the Illinois story does not begin or end with the life of our Sixteenth President. The dramatic history of our state, just a few years removed from its 150th birthday, is worthy material for a Homer, a Parkman, or, in our time, talented sons such as Carl Sandburg and Allan Nevins. In New York, visitors are exposed to the drama of the early years of Illinois, the beauties, advantages and opportunities of present-day Illinois, and the magnificent promise of a future Illinois.

Our cultural, historical, recreational, educational, and industrial virtues (and there are many) are presented with dramatic effect and in the best of taste, and we firmly believe that many of the millions of visitors who visit New York for the Fair will sooner or later come to Illinois, the Land of Lincoln.

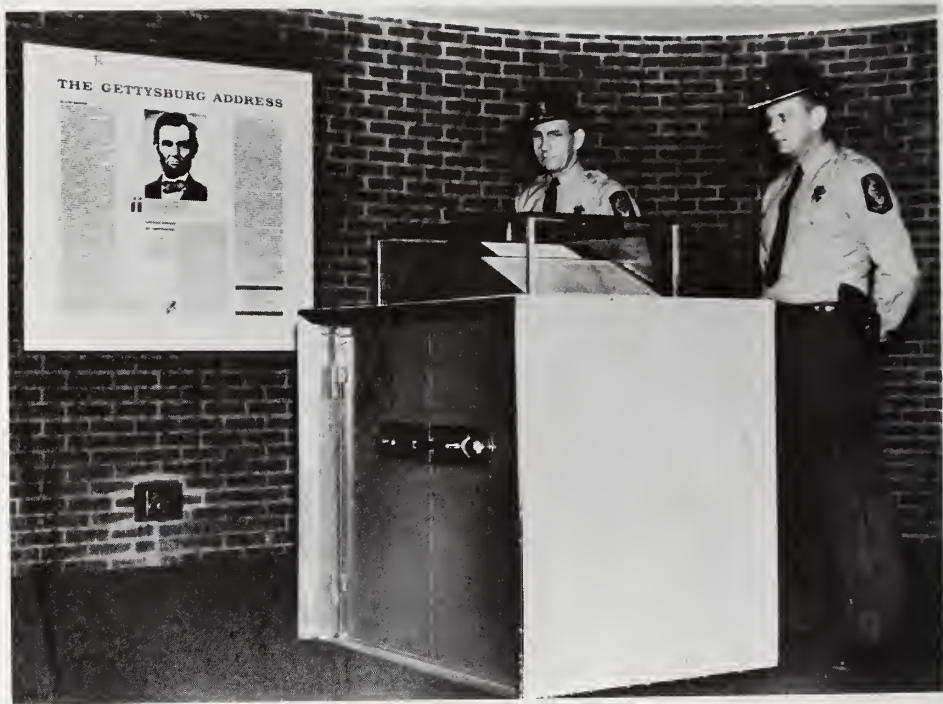
One of the major features of Illinois "Land of Lincoln" Pavilion is the library compound. This is the only one of its kind on the fairgrounds and represents nearly one million dollars worth of documents, books, photographs and displays.

In three special areas are to be found a 1,000 book reference library on Abraham Lincoln and the State of Illinois, in a quiet, upstairs location; a spacious Manuscript Room on the first floor; and a nearby gallery presenting the one hundred-nineteen known photographs of Lincoln.

The Manuscript Room presents forty-four historical documents, thirty-eight of them in Lincoln's own handwriting, and including the Illinois-owned manuscript of the Gettysburg Address in Lincoln's handwriting, and the world famous "Fanny McCullough" letter, one of the finest letters of condolence ever written.

Students, teachers, Lincoln collectors and the general public tour the Library compound every twelve minutes immediately following the Lincoln Theatre presentation of Walt Disney's "Great Moments with Mr. Lincoln." Many visitors linger through another performance schedule in order to enjoy the





*Two Illinois State policemen guard an original manuscript of The Gettysburg Address. At night the document is removed and placed inside the vault which is shown here. Three sides of the vault are covered with a veneer of marble. A sound recording of the Gettysburg Address in English and several foreign languages is played while the visitors view the manuscript.*

documentary display during the less crowded periods. Some three million persons toured the Library area during 1964.

Highlighting the upstairs library is a special display presenting a rare collection of "Lincoln-associated" books. This collection of "The Books that Lincoln Read" contains duplicate editions of the identical books that Abraham Lincoln is known to have read during his life-time. It includes such works as Kirkham's *Grammar*, Blair's *Rhetoric*, Pike's *Arithmetic*, Weems' and Ramsey's lives

of Washington and other books we know had a profound influence on this self-educated man. This collection, in effect, can be said to be "Abraham Lincoln's university." It was assembled over a twenty year span by James T. Hickey, Curator of the Horner Lincoln Collection at the Illinois State Historical Library in Springfield, and is owned by Mr. and Mrs. Philip D. Sang of River Forest, Illinois, internationally known collectors of Lincolniana. The Sangs are loaning their treasures to the Illinois Pavilion for the duration of the Fair and



*Visitors are shown some works in the Library by one of the guides. The guides are all Illinois youngsters, who take particular pride in showing the Library and Manuscript area.*

eventually plan to deposit it with some university library.

One of the public's favorites in the library compound is the George Henry Story portrait of Abraham Lincoln. This unusual likeness of the Civil War President was painted from life and hangs on the wall of the upstairs book area at the Pavilion. It is valued at \$25,000.00.

During 1964, thousands of persons visited the Manuscript Room and Library. Many relaxed in the Library and viewed and read our books. The presence of the Library in the Illinois Pa-

vilion made us a reference center, and we found that not only did we receive inquiries from the Fair area, but from New York City as well. Our reference problems were made easy by the fact that Illinois is the home of the publishers of several outstanding encyclopedias, and these publishers very kindly made sets of their works available at the Pavilion. These include *The Encyclopaedia Britannica*, *Compton's Pictured Encyclopedia*, and the *World Book*. A. N. Marquis Company, publishers of *Who's Who* and *Who's Who In America*, supplied us with copies of all



of their publications. A large panel, almost ten feet high, was prepared by the publishers of *Who's Who in America*, showing the biography of Abraham Lincoln as it might have appeared if he had lived during a time when this book was published. Actually, it is a page of another reference volume which they issue entitled, *Who Was Who In America*.

The entire staff of the Illinois State Historical Library, under the direction of State Librarian, Clyde C. Walton, cooperated in this project.

Funds for our Library and Manuscript Gallery were made available by the Robert R. McCormick Charitable Trust, which gave the Illinois Commission for the New York World's Fair a grant of \$50,000.00.

We were also aided by WGN Radio and Television, who sponsored our "Special Events Program," and by the R. R. Donnelley & Sons Company, who provided a magnificent facsimile of the Gettysburg Address which was made available to the public.



**ILLINOIS  
LAND OF LINCOLN**







#### **COMMISSION**

Ralph G. Newman, Chicago—Chairman  
 Judge James B. Parsons, Chicago—Co-Chairman  
 Dwight P. Friedrich, State Senator, Centralia—Vice-Chairman  
 Clyde Lee, State Representative, Mount Vernon—Vice-Chairman  
 Gene Graves, Springfield—Secretary  
 Mrs. Vernon E. Barnes, Rushville  
 Arthur J. Bidwell, State Senator, River Forest  
 Donald J. O'Brien, State Senator, Chicago  
 Charles M. Campbell, State Representative, Danville  
 Fairfax M. Cone, Chicago  
 George E. Drach, State Senator, Springfield  
 Edward C. Eberspacher, State Senator, Shelbyville  
 John G. Fary, State Representative, Chicago  
 Robert Gaiswinkler, Belleville  
 J. Horace Gardner, State Representative, Chicago  
 Eldon Hazlet, Carlyle  
 Albert M. Myers, Jr., Springfield  
 Paul J. Randolph, State Representative, Chicago

#### **ADVISORY COMMITTEE**

U. S. Senator Paul H. Douglas—Co-Chairman  
 U. S. Senator Everett M. Dirksen—Co-Chairman

#### **STAFF**

James A. Cassin, Executive Director  
 Virginia L. Marmaduke, Special Events Director  
 Irene Repa, Administrative Assistant

Illinois will be represented at the New York World's Fair by our greatest son, Abraham Lincoln. We are presenting a sampling of the scenic, historic, recreational, industrial, educational, and cultural activities in our great state.

We invite visitors from all over the world and from the many parts of our own country to continue on in their travels to Illinois—the Land of Lincoln—after they have made a stop in New York and the Fair.

A little over a century ago, Abraham Lincoln said:

“Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently he who moulds public sentiment, goes deeper than he who enacts statutes or pronounces decisions.”

The greatest advocate of our democratic form of government—the political statesman who helped perfect the image of the United States as the exemplar of freedom will, in effect, be the “salesman” who will present The Illinois Story.

A handwritten signature in dark ink, appearing to read 'Otto Kerner', with a stylized, flowing script.

OTTO KERNER, Governor

SAID ABRAHAM LINCOLN:

“Our defense is in the preservation of the spirit which prizes liberty as the heritage of all men, in all lands, everywhere.”

(Edwardsville, 11 September 1858)

“Let reverence for the laws . . . become the political religion of the nation.”

(Springfield, 27 January 1838)

“In times like the present, men should utter nothing for which they would not willingly be responsible through time and in eternity.”

(Message to Congress, 1 December 1862)

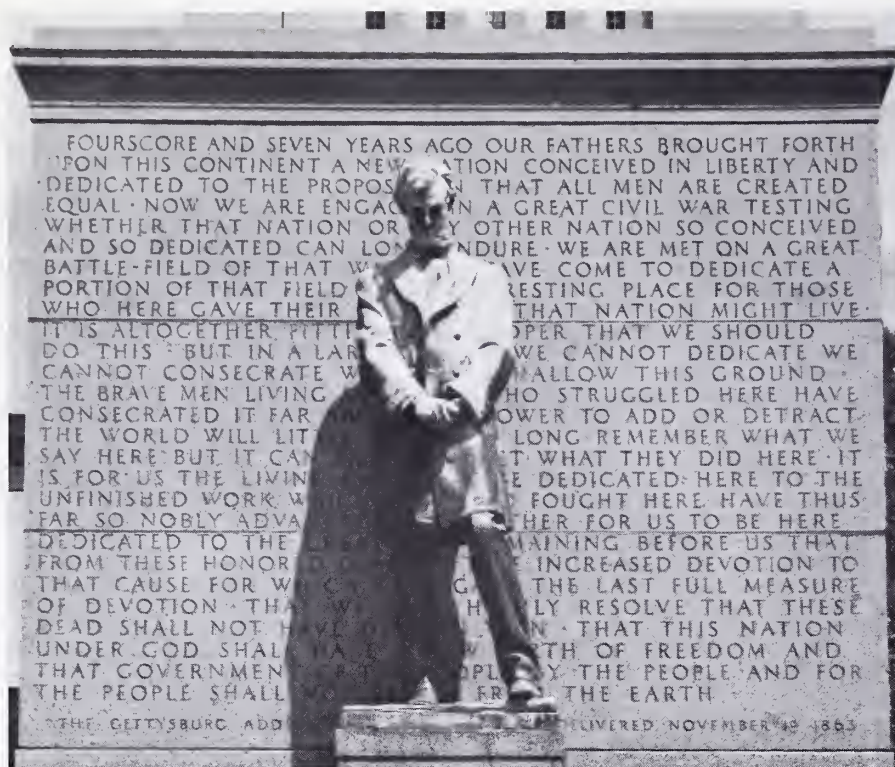
“Let us have faith that right makes might, and in that faith, let us to the end, dare to do our duty as we understand it.”

(Cooper Union, 27 February 1860)

“Those who deny freedom to others deserve it not for themselves; and, under a just God, cannot long retain it.”

(Letter to H. L. Pierce, 6 April 1859)





## THE ILLINOIS MESSAGE AT THE NEW YORK WORLD'S FAIR

### PRIDE IN THE LINCOLN LEGACY

Abraham Lincoln, Illinois' most famous son, has provided an inspiration for greatness. The Pavilion will demonstrate how the Lincoln precepts of liberty, equality, and progressive leadership account for many of Illinois' accomplishments and set the goals for the State's plans.

The Land of Lincoln will bring to the World's Fair the finest presentation of rare Lincolniana ever assembled for a major international event. Priceless original letters, photographs, paintings, and other treasures have been selected on the basis of timelessness and particular application to current events. The most advanced audio-visual techniques will virtually bring the Lincoln story to life.

The Lincoln Library and photo collection in the Illinois Pavilion will appeal both to the general public and the scholar, and will provide welcome intellectual elements at the World's Fair.

### AN INVITATION TO VISIT

Illinois' natural beauty and visitor conveniences are unexcelled. Among the many recreational and tourist attractions featured will be the unspoiled Illinois Ozarks and the outdoor sportsman facilities of southern Illinois. The story of historic Illinois landmarks, such as the restoration of Lincoln's early home, New Salem, and the river port of Galena, the home of American generals, will be presented.

The great metropolis of Chicago is called the "most American city" by our foreign guests. Its current building activities have attracted international attention. Displays showing its vigorous and steady expansion will be shown along with its already famous entertainment and cultural attractions.

Illinois will be portrayed as the ideal vacationland and an exciting place for a business/pleasure stopover.



## A SHOW OF ECONOMIC STRENGTH

Illinois is the best-balanced economic unit of the fifty states. The exhibit will inventory our diversified assets:

---

Agriculture and industry

---

Production and merchandising

---

Mining and fabricating

---

New product development and pure research

---

Burgeoning foreign trade and center of domestic transportation

---

Abundant natural resources and unlimited skilled labor

---

Each is important in its own right, combining to make Illinois the logical centerpoint for industry's further expansion.

## PLANS FOR THE FUTURE

Visitors to the World's Fair will see dramatic examples of Illinois' preparation for the future—how the State is meeting the challenges of population growth, education, automation, advances in science, expanded transportation, and the resulting public works requirements.

There will be no doubt that Illinois is working, in the long shadow of Mr. Lincoln, to make even a better State in which to visit, live, work, and grow.

**"The struggle of today is not altogether for today—it is for a vast future also."**



## ILLINOIS LAND OF LINCOLN PAVILION

Use of Illinois brick, low profile, and flowing lines make the Illinois building a reflection of the Prairie State and the simplicity of Mr. Lincoln. The words of Lincoln in raised letters on the brick walls give the effect of supporting the building itself. Illinois is located opposite the U.S. Pavilion and at the special guest entrance at the World's Fair. West Virginia and New Mexico, neighbors to the north and south, provide geographical contrast.

The building occupies a 55,000 square foot island site surrounded by visitor roadways. The enclosed area and exhibit courtyard total 35,000 square feet.

A tour through the Illinois Land of Lincoln Pavilion takes the visitor through **A ENTRANCE COURTYARD** containing a monumental photo portrait of Lincoln, a new equestrian statue of the young Illinois lawyer by Anna Hyatt Huntington, a relief map of the state watched over by the famous Borglum "shiny nose" head of Lincoln, through the entranceway into **B LINCOLN EXHIBIT HALL** featuring a giant panorama projection story of Lincoln, displays of Lincoln artifacts, the complete Lincoln photo collection, and regularly scheduled Lincoln exhibits from all over the world. On the east of the hall the visitor stops at **C GETTYSBURG ADDRESS ALCOVE** enclosing the Illinois-owned original manuscript of the Address, equipped with

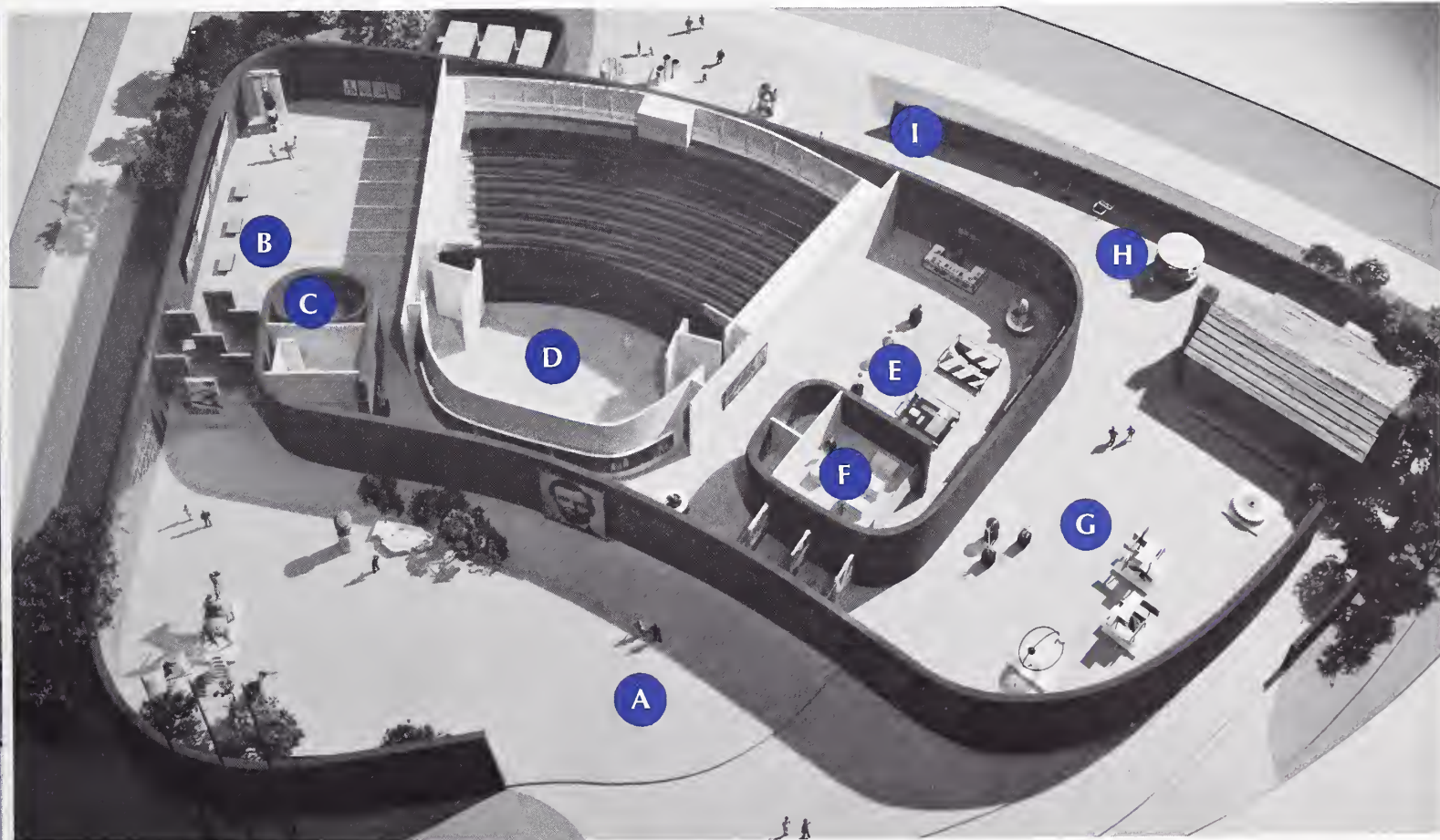
Architects/Engineers: Skidmore, Owings & Merrill  
General Contractor: George A. Fuller Company  
Exhibits Designer: Will Burtin, Inc.





multi-lingual listening devices for the international audience. After enjoying the "Great Moments With Mr. Lincoln" show produced by Walt Disney, or attending a special event in **D the LINCOLN THEATRE**, the visitor enters modern Illinois as illustrated in **E ILLINOIS EXHIBIT HALL**, with examples of Illinois leadership in the arts, sciences, commerce, education, and recreation. The interested visitor may pursue his study of Illinois and Lincoln in **F the HISTORICAL REFERENCE LIBRARY** where important books and documents will be available for use in the reading room. When the Fair visitor leaves contemporary Illinois, he is given a glimpse of Illinois' plans for the future as he moves out to **G the SPECIAL EXHIBITS COURTYARD**. Specific displays will treat elements in the Illinois story that best exemplify the state's advantages. One of the most important display areas is **H the TOURISM CENTER**, which gives a sampling of the vacation pleasures in Illinois. A restoration of the Rutledge Tavern from New Salem will be in full operation as it is at the State Park, showing life during Lincoln's early Illinois years. Finally, the visitor can view **I the SPECIAL EXHIBITS GARDEN AREA** at his leisure, and rest on one of the benches.

According to present estimates, at least eight million people will have the opportunity to take this tour through the Illinois Land of Lincoln Pavilion.





## "GREAT MOMENTS WITH MR. LINCOLN"

A new medium for the presentation of an historical personality will be previewed at the Illinois Pavilion with the showing of Walt Disney's "Great Moments With Mr. Lincoln."

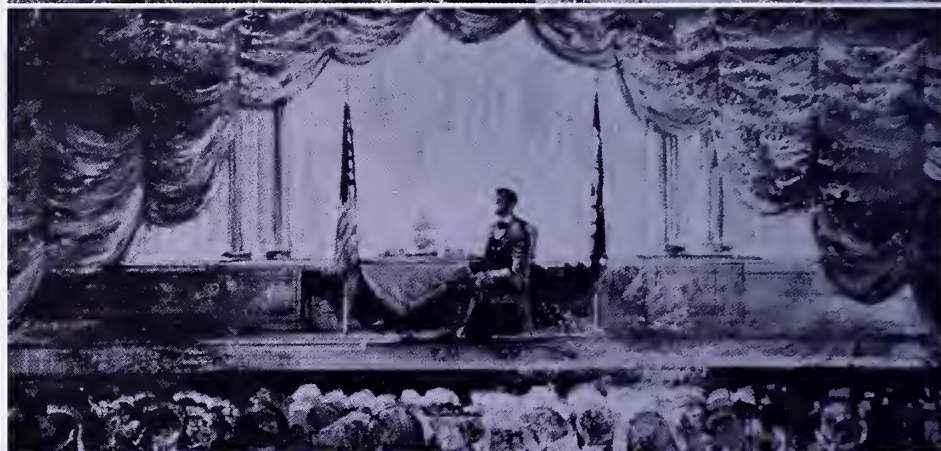
In the presentation, a lifesize, lifelike Lincoln figure talks, stands, sits and gestures in historically authentic action. Included in the speeches are excerpts as appropriate today as when Lincoln spoke them more than a century ago.

When Walt Disney dedicated himself and his WED Enterprises "imagineers" to the presentation of a few "Great Moments With Mr. Lincoln," he set some stern commandments.

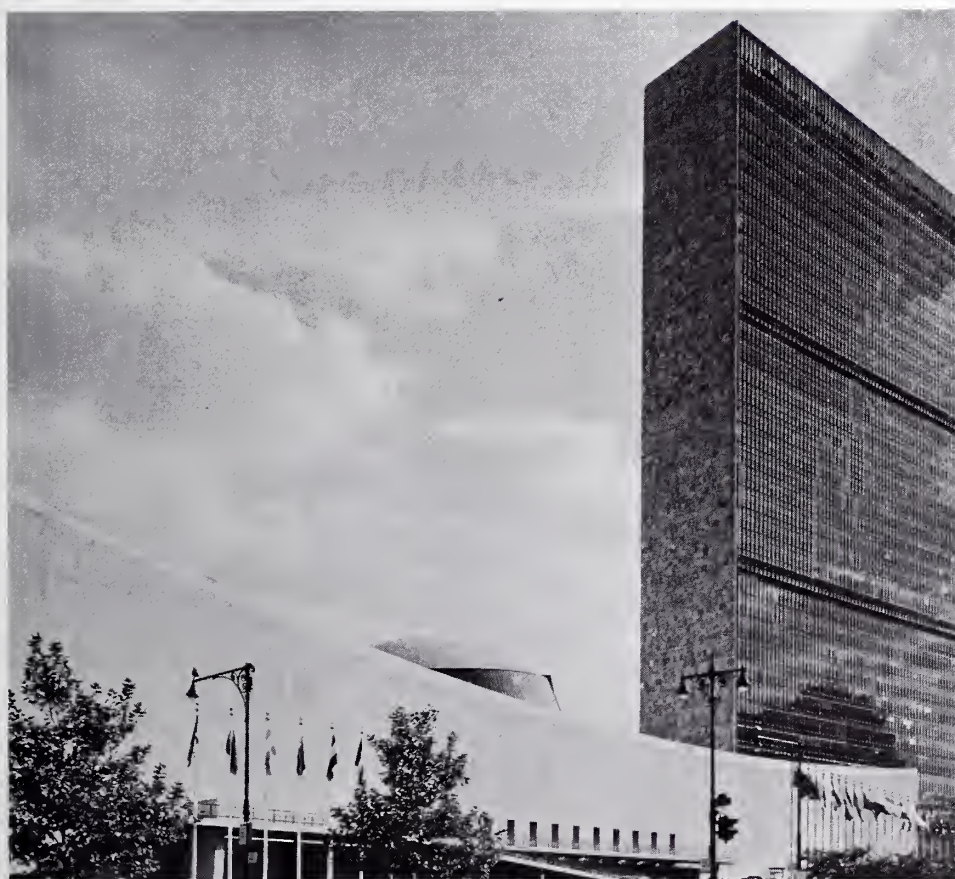
"There must be some way . . . some undeveloped means of communication . . . perhaps some new art form that can combine the best of traditional media . . . to present the courage and strength of Abraham Lincoln," he began.

"Imagination must be tempered with authenticity. Drama must intertwine with serenity. Fantasy must be abandoned since its presence would defeat our purpose. Reserve is demanded but it must have the form of subdued excitement. And dignity must be the constantly sounded keynote."

The inspiring result of these stipulations will be presented daily in the 500-seat Lincoln Theatre at the Illinois Pavilion in continuing ten-minute presentations. There are no admission charges.







The President of the United States stops by to pay his respects. The Secretary General of the United Nations makes a similar call.

Mahalia Jackson sings her praise and other nationally known artists join in musical salute. A happy group of school children starts its tour of the New York World's Fair with a first stop here. A representative committee of the American Bar Association presents a program to pay tribute to a distinguished member of the legal fraternity.

The man they honor is Abraham Lincoln.

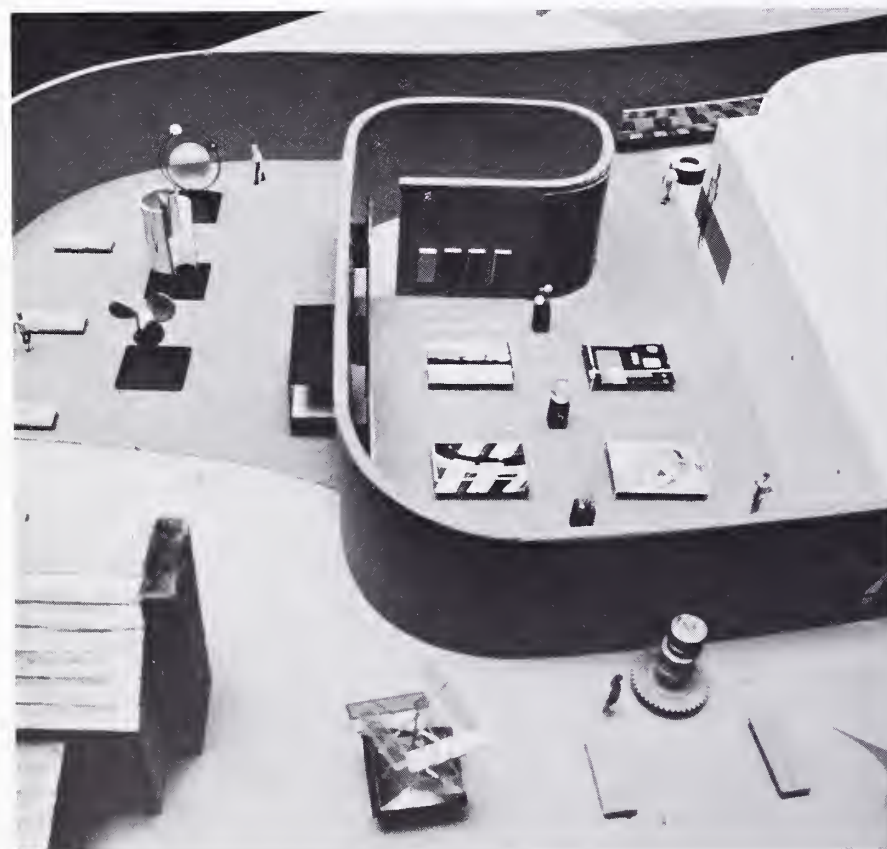
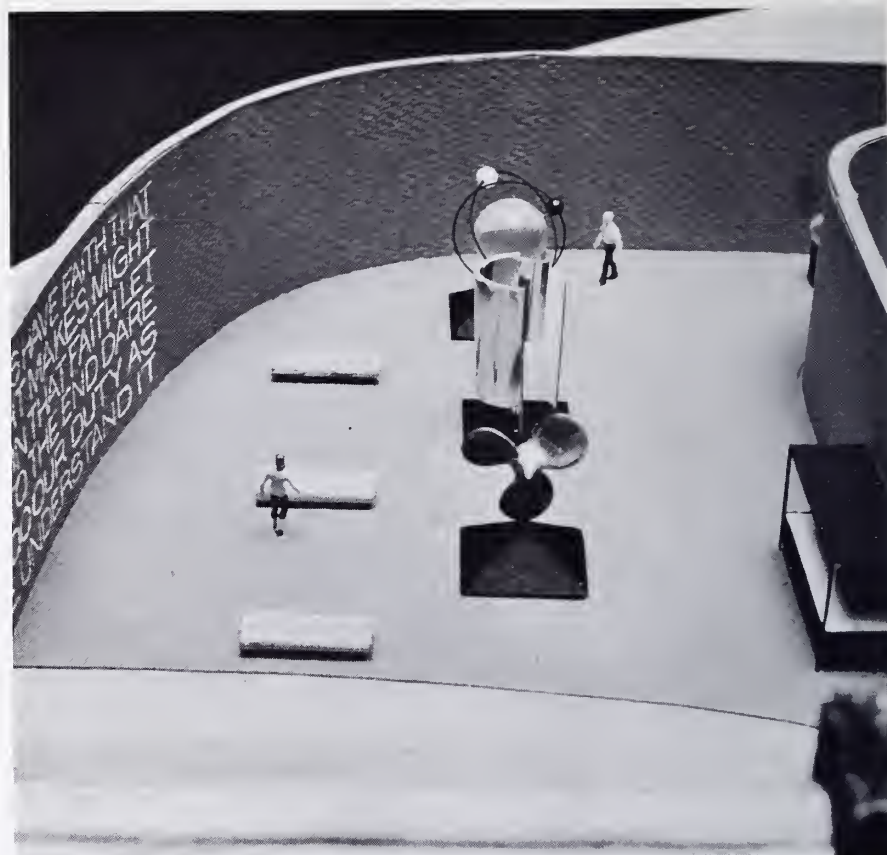
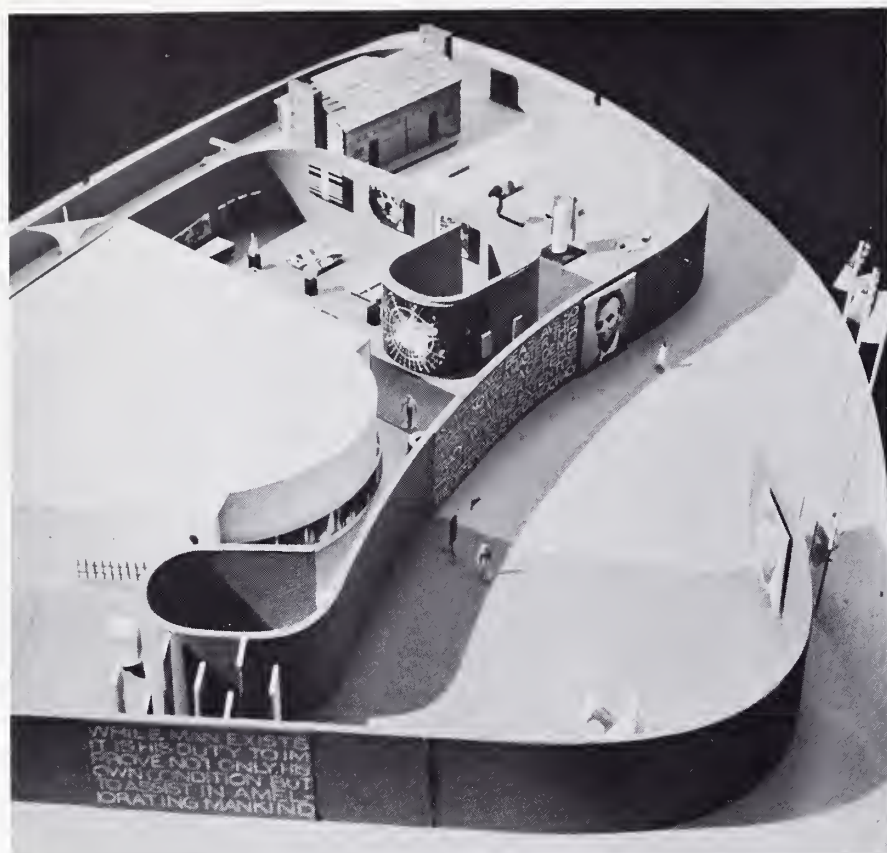
The place is the Illinois Pavilion with its Lincoln Theatre, Historical Library, reproduction of Rutledge Tavern, and many other treasures of the Land of Lincoln, both of yesterday and today.

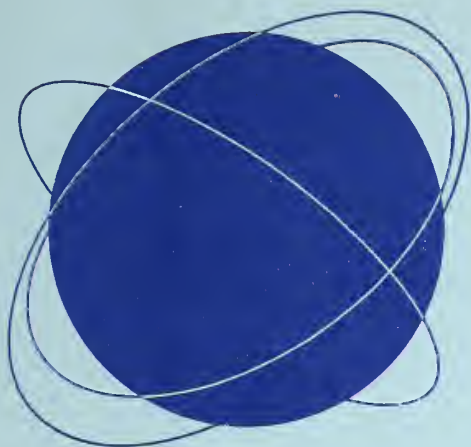
Events like these, and many others, will be a part of the Special Events program at the Illinois exhibit, a service designed to present features of interest to all fair goers and those back home in Illinois as well.

Special Events in the Lincoln Theatre may range from addresses by world-famous Lincoln scholars to the reading of an eighth grade Lincoln essay by its youthful author.

The primary requirement is that all events and programs be in the Lincoln tradition and of general interest. Advance reservations must be made.







The State of Illinois is pleased to have the opportunity to take advantage of the 1964-1965 New York World's Fair, which promises to be one of the most successful events of its kind. During the two years of the World's Fair, April 22 to October 18, 1964 and April 21 to October 17, 1965, Illinois can reach a nationwide and worldwide audience.

Statistically the New York World's Fair is most impressive:

... Approximately 80 million visitors are expected for the two seasons.

... When the highway and other community developments to accommodate the World's Fair are included, New York will have the first billion dollar fair in history.

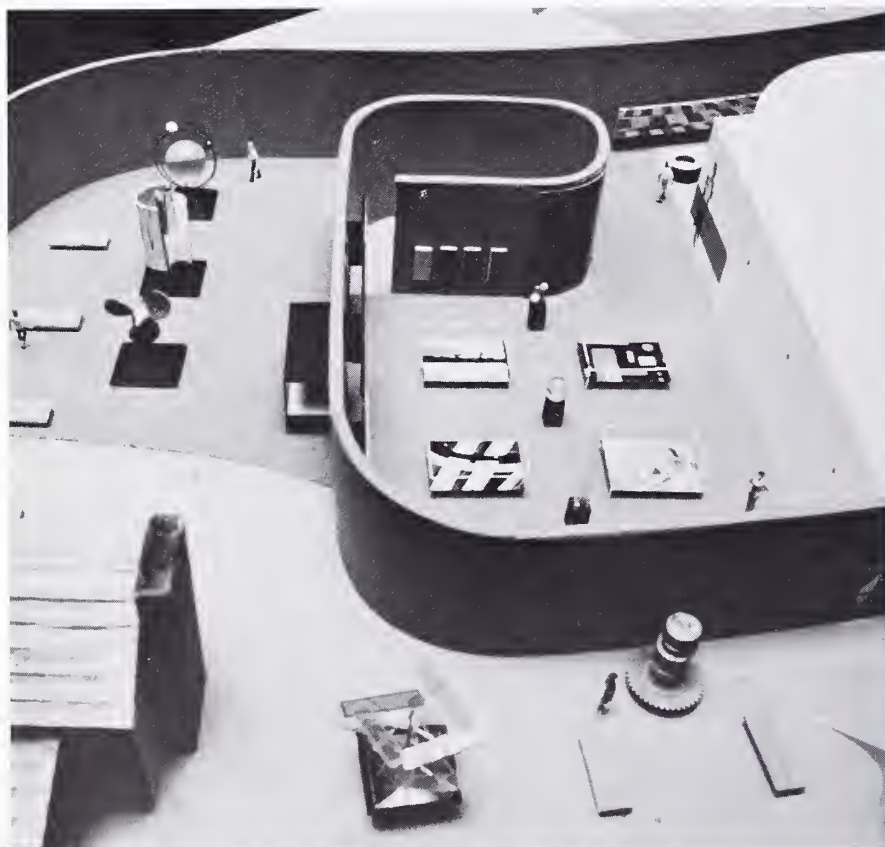
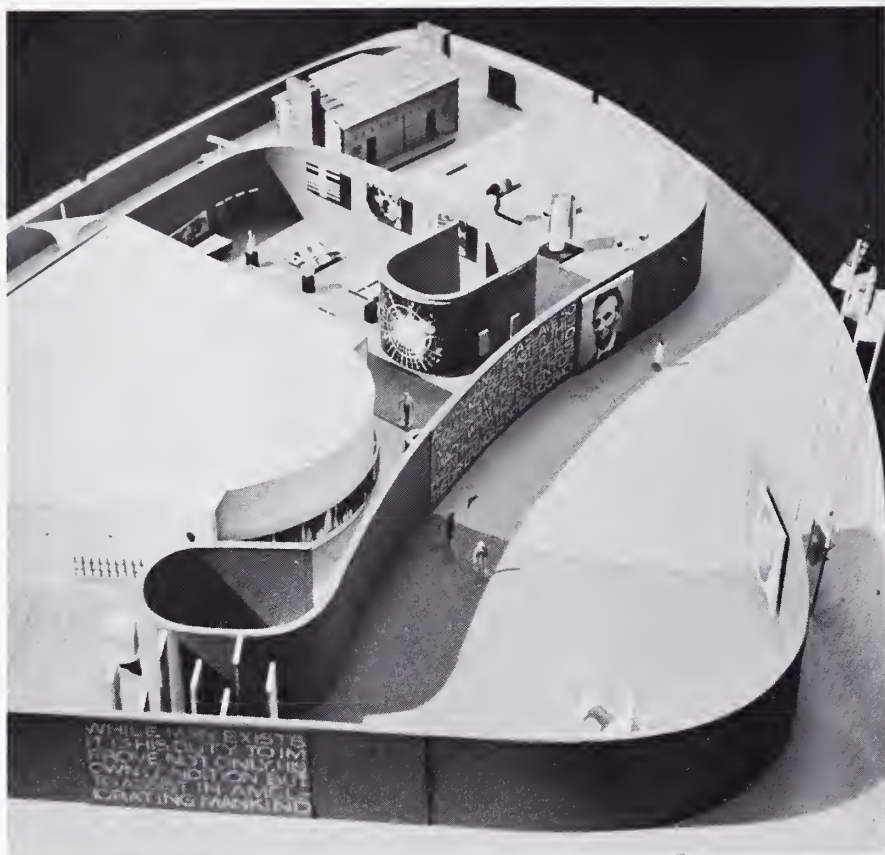
... The fairgrounds cover 690 acres; the successful Seattle Century 21 used approximately 75 acres.

... The Federal Government, twenty-six states, forty-one foreign countries, and several hundred leading corporations are planning to exhibit.

Illinois will be in good company, bringing a great story to a receptive audience.

Paper Stock: Kimberly Clark Corporation  
• Kimberly Opaque, Vellum Finish, 100#  
• Kimberly Colors, Cool Blue, 60#  
Design: Carl Regehr  
Planning and Development: Ideographics  
Printer: Gregg-Moore Lithographing Co.  
Typography: Frederic Ryder Company





## SPECIAL EXHIBITS

Final impressions that visitors to the Illinois Pavilion take away with them will be based on the SPECIAL EXHIBITS, located in the west courtyard and garden area, which treat specific subjects ranging from higher education to recreation from research and development to heavy manufacturing. While the displays are made possible by Illinois corporations, trade associations, and professional organizations, the themes will be institutional and industry-wide rather than commercial. In each case the display will show a part of the Illinois story.

Up to fifteen SPECIAL EXHIBITS can be accommodated in the Illinois Pavilion area. A few locations may be set aside for topical displays which will be scheduled as appropriate.

In many ways SPECIAL EXHIBITS can be considered the most important part of the Illinois message, for they show the actual results of the efforts of the people of Illinois and the manifestations of the State's dedication to the Lincoln philosophy. It is particularly significant that the SPECIAL EXHIBITS program is another example of the cooperation between private enterprise and government activities so typical in Illinois.

## A UNIQUE OPPORTUNITY...

The Illinois Commission on the New York World's Fair invites Illinois companies and organizations to consider the many advantages of participation in the Illinois "Land of Lincoln" Pavilion. With the cooperation of the Commission staff and designer, effective private representation in the World's Fair can be accomplished conveniently and economically.

There are two types of private participation in the Illinois Pavilion. Participation may take the form of sponsorship of one of the existing elements in the Pavilion, as in the case of the presentation of the original manuscript of the Gettysburg Address.

Equally important is participation by exhibitors who provide special exhibits, such as a tribute to their own industry. Private companies and organizations are not restricted to exhibiting in their own fields. For example, a merchandising enterprise might prefer to salute arts and architecture in Illinois.

Interested parties may feel free to explore how this opportunity may apply to them by contacting the office of the Illinois Commission:

### IN NEW YORK

Illinois "Land of Lincoln" Pavilion  
New York World's Fair  
Flushing 52  
Area Code 212—AR 1-5010

### IN CHICAGO

Room 533, 160 N. La Salle Street  
Area Code 312—346-2449

Paper Stock: Kimberly Clark Corporation

- Kimberly Opaque, Vellum Finish, 100#
- Kimberly Colors, Cool Blue, 60#

Design: Carl Regehr  
Planning and Development: Ideographics  
Printer: Gregg-Moore Lithographing Co.  
Typography: Frederic Ryder Company



My friends—No one, not in my situation, can appreciate my feeling of sadness at this parting. To this place, and the kindness of these people, I owe every thing. Here I have lived a quarter of a century, and have passed from a young to an old man. Here my children have been born, and one is buried. I now leave, not knowing when, or whether ever, I may return, with a task before me greater than that which rested upon Washington. Without the assistance of that Divine Being, who ever attended him, I cannot succeed. With that assistance I cannot fail. Trusting in Him, who can go with me, and remain with you and be every where for good, let us confidently hope that all will yet be well. To His care commending you, as I hope in your prayers you will commend me, I bid you an affectionate farewell

Lincoln's Farewell Address at Springfield — February 11, 1861

ILLINOIS (NEW YORK WORLD'S FAIR)

DRAWER 12A

ILLINOIS IN GENERAL

ILLINOIS IN GENERAL  
PER SORT



